

M.B.A. 4 <sup>th</sup> semester Course Structure-Faculty of Management											
Sl. No.	Paper Code	Paper Title	Credits	L: Lecture I			Marks Distribution			Total Marks (CCE+UE)	
				L	T	P	CCE (Max)	CCE (Min)	UE (Min)		UE (Max)
1.	MSTRAMG223	Strategic Management	3	3	0	0	30	15	70	35	100
2.	MINSUMG224	Insurance & Risk Management	3	3	0	0	30	15	70	35	100
3.	MHOSPMG225	Hospitality and Tourism Management	3	3	0	0	30	15	70	35	100
4.	MBEHAMG226	Behavioral Finance	3	3	0	0	30	15	70	35	100
5.	MCYBEMG227 (Audit Course)	Cyber Security	3	3	0	0	25	13	50	25	75
6.	MRESEMG228	Research Project Report	3				-	-	-	-	100
7.	MVIVAMG229	Viva Voce	3								100
		Dual Specializations (Major & Minor) HR (A) / Marketing (B) / Finance (C) / Information Technology (D) / Agribusiness Marketing (E) / Livestock Products (F) / Hospital Management (G) and Healthcare Management (H)									
8.	Ex: (A)MNEGOMG230	Example:- HR(A)(Major) - Negotiation and Counseling	3	3	0	0	30	15	70	35	100

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9.	(C)MTAXPMG232 Example: Ethics of Cyber Security Tax Planning & Management	3	3	0	0	30	15	70	100
Total Credits and Max Marks		27							\$75

L- Lectures

T- Tutorials

P- Practical

CCE- Continuous Comprehensive Evaluation (Test)

UE- University Exam

TA – Teacher Assessment

CT – Cumulative Test

ESE - End Semester Examination

\*Human values & Professional Ethics / Cyber Security will be offered as a compulsory audit course for which passing marks are 30% in End Semester Examination and 40% in aggregate.

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Specialization Group ( Elective-A) - Human Resource Management

S.No.	Paper Code	Paper Title	Credits	L	T	P	CCE Max	CCE Min	UE Max	UE Min	Total Marks
1.	MNEGOMG230	Negotiation & Counseling	3	3	0	0	30	15	70	35	100

Specialization Group( Elective-B) - Marketing Management

1.	MRETAMG231	Retailing & Distribution Management	3	3	0	0	30	15	70	35	100
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Specialization Group( Elective-C) - Financial Management

1.	MTAXPMMG232	Tax Planning & Management	3	3	0	0	30	15	70	35	100
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Specialization Group( Elective-D) - Information Technology Management

1.	MDATAMG233	Data Communication and Network	3	3	0	0	30	15	70	35	100
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Specialization Group( Elective-E) - Agribusiness Marketing


  

  

  
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S.No.	Paper Code	Paper Title	Credits	L	T	P	CCE Max	CCE Min	UE Max	UE Min	Total Marks
1.	MMANAMG-234	Management of Agribusiness Cooperatives	3	3	0	0	30	15	70	35	100

**Specialization Group( Elective-F) - Livestock Management**

1.	MDAIRMG235	Dairy Technologies	3	3	0	0	30	15	70	35	100
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**Specialization Group( Elective-G) - Hospital Management**

S.No.	Paper Code	Paper Title	Credits	L	T	P	CCE Max	CCE Min	UE Max	UE Min	Total Marks
1.	MHOSPMG236	Hospital Waste Management	3	3	0	0	30	15	70	35	100

**Specialization Group( Elective-H) - Healthcare Management**

1.	MCOMMMG-237	Community Healthcare Management	3	3	0	0	30	15	70	35	100
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**Semester-IV**

**MSTRAMG223**

**Strategic Management**

**COURSE OBJECTIVE:**

The present course aims at familiarizing the participants with the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations. Class participation will be fundamental to the development of the skills of the students.

**UNIT I (6 Sessions)**

Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making.

**UNIT II (8 Sessions)**

Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, Finance, HR and Global Competitiveness.

Environmental Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning,

**UNIT III (10 Sessions)**

Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.

SWOT Analysis, TOWS Matrix, Various Corporate Strategies: Growth/ Expansion, Diversification, Stability, Retrenchment & Combination Strategy.

#### **UNIT IV (8 Sessions)**

Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Corporate Parenting, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force and Porters Diamond Model, Strategic Choice.

#### **UNIT V (8 Sessions)**

Strategy Implementation through structure, through Human Resource Management: through values and ethics. Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System.

Case Study related to the Entire Syllabus.

#### **Suggested Reading**

Carpenter-Strategic Management(Pearson)

Kazmi A. - Business Policy and Strategic Management (Tata McGraw Hill, 2nd Ed.)

Kachru - Strategic Management: (Excel Books)

Cliff Bowman - Business Policy and Strategy (Prentice Hall of India)

Trehan- Strategic Management (Wiley)

McCarthy D.J., Minichiello Robert J., and Curran J.R. - Business Policy and Strategy (AITBS)

Lawrence R.Jauch., Glueck William F. - Business Policy and Strategic Management (Frank Brothers)

Pearce II John A. and Robinson J.R. and Richard B. - Strategic Management (AITBS)

## Semester-IV

### MINSUMG224

## Insurance & Risk Management

### Course Objective

To make the budding finance professionals understand the fundamentals of Insurance and Risk Management in order to enhance their knowledge and decision-making skills required for this specialty sector.

### UNIT - I (8 sessions)

Introduction and Scope of Insurance- Historical perspective, Conceptual Framework, Meaning, Nature and Scope of Insurance, Classification of Insurance Business viz., Life Insurance and General Insurance. Role of Insurance in Economic Development & Insurers' Obligation towards Rural and Social Sectors. Price of a financial transaction, Statistics and probability from single risk to portfolios. Pooling risks: mutuality & solidarity Introduction to reinsurance, Principles of Life Insurance and Governance of Insurance Business.

### UNIT - II (10 sessions)

Life insurance technique: the basics- Demographical bases, life insurance products: Single premiums, single recurrent and periodic premium insurance, products, Mathematical provisions, life insurance products: Endowment, Life annuity, unit and index linked, pension funds

Life insurance technique: applications- Life insurance with benefits linked to investment performance, the valuation of the life insurance business, Portfolio Evaluation tools Risks and Solvency, Pension Funds and Occupational Pension Schemes

Non life insurance technique: the basics- Actuarial Model for calculation of premium rates, risk classification Non-life technical provisions.

### UNIT - III (6 sessions)

Financial Aspects of Insurance Management- Insurance Companies and functions, Mutual Funds, Housing Finance.

Important Life Insurance Products and General Insurance Products Determination of Premiums and Bonuses Various Distribution Channels

#### **Unit - IV (8 sessions)**

Risk Management: Risk management objectives and tools, risk management and value creation, the risk management process, enterprise-wide risk management, Risk management in industrial companies, RAPM - Risk Adjusted Performance Measures, value at Risk and Underwriting, Role of Actuaries- Product framing, Underwriting guidelines. Preparation of Insurance Documents Policy Conditions

#### **UNIT - V (8 sessions)**

Settlement of Claims, Insurance Laws and Regulations with respect to following Acts.

Insurance Act 1938, Life Insurance Corporation Act 1956, IRDA Act 1999, Ombudsman Scheme, Income Tax Act, Wealth Tax Act 1957, Married Women's Property Act 1874. Code of Conduct in Advertisement, Financial Planning and Taxation, Bank Deposit Schemes, Unit Trust and Mutual Funds, Shares, Tax Benefits under Life Insurance Policies

#### **Suggested Readings:**

Neelam Gulati-Principles of Risk Management & Insurance (Excel Books)

Kakkar & Srivastava – Insurance and Risk Management (Universities Press)

Vaughan & Vaughan - Fundamentals of risk & Insurance (John Wiley & Sons, New York)

Srivastava D.C., Srivastava Shashank - Indian Insurance Industry Transition & Prospects (New Century Publications, Delhi)

Mishra M.N. - Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi)



## Semester-IV

### MHOSPMG225

### Hospital & Tourism Management

#### Course objective

This course acquaints the student with the scope and complexity of the hospitality and tourism industry by exploring the national and global relationships.

#### UNIT I (08 Sessions)

What is Tourism? Definitions and Concepts, Tourist destination, services and industry, General Tourism Trends. Types of Tourists, Visitor, Traveller, and Excursionist—Definition and differentiation. Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or 'roots' tourism and VFR.

New Trends of travel, E- Commerce and Online communication in Tourism

#### UNIT II (08 Sessions)

Definition of Tourism. Product, Elements and characteristics of tourism products. Tourism product Life Cycle, Typology of tourism products.

Natural Resources: Wildlife Sanctuaries, National Parks and Natural Reserves in India

World Heritage Sites of India: Ajanta&Ellora Caves, TajMahal, Agra Fort, Sun Temple, Konark, Monuments at Khajuraho, Monuments at Hampi

Fairs and Festivals: Kumbha, Pushkar, Pongal/Makar-Sankranti, Baishakhi, Holi, Onam, Durga Puja, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Rathayatra, Barawafat, Id-ul-Fitr, Easter, Christmas,

Carnival (Goa), Ganga Mahotsava, TajMahotsava, KhajurahoMahotsava and Desert Festival. Dance & Music: Classical

### **UNIT III (08 Sessions)**

Origin of Travel Agency. Definition and scope of Travel Agency. Definition of Tour Operator and Tour operation. Differences between Travel Agency and Tour Operator.

Travel Agency: Functions, Organization, Tour operator functions and organizations, client handling; Income sources.

Setting up of Travel Agency, Approval procedure for Travel Agent and Tour operator by DOT: IATA rules and regulations.

### **UNIT IV (08 Sessions)**

Introduction to the Hospitality Industry - Origin, Nature and Importance, Hotel Organisational structure and its hierarchy of Very Large, Large and medium hotels and Hotel Chains of India, Classification of Hotels and Hotel Categories (Star Rating), Hotel Revenue Centres – Rooms Division, F& B Division,

### **UNIT V (08 Sessions)**

Hotel Cost Centres- Marketing, Engineering, Accounting, Human Resources, Security.

Types of Hotel Rooms, Plans and Rates, Front Office and its coordination with other , Classification of Hotels

– as per Location, Size, Target Markets, Levels of Service, Ownership & Affiliation, Other Lodging Establishments departments, Laws and rules pertaining to Hospitality Industry, Hospitality Organisation-FHRAI, HRACC, IH&RA, Customer Care - general etiquettes, telephone handling, effective communication skills

#### **Suggested Readings:**

Goeldner-Tourism Principles & Philosophy (Wiley Dreamtech)  
Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)  
Hospitality and Tourism – Kadam R (UDH Publishers edition 2013).

Tourism Marketing-Devashis Das Gupta-(Pearson)  
Misra&Sadaul- Basic of Tourism Management (Excel Books)  
Walker – Introduction to hospitality Management 2e (Prentice hall)  
Kotler-Marketing for Hospitality and Tourism (Prentice hall)

## **Semester-IV**

### **MBEHAMG226**

#### **Behavioral Finance**

##### **Course Objective**

The purpose of this course is to introduce the student to the new field of behavioural finance. The theory is based on the notion that investors behave in a rational, predictable and an unbiased manner. While behavioural finance challenges this traditionally held notion. Reliant upon cognitive psychology decision theory, behavioural finance is the study of how investors' interpret and act on available, fallible information. This course will help the students to identify persistent or systematic behavioural factors that influence investment behavior

##### **UNIT I (8 Sessions)**

Behavioural Finance: Nature, Scope, Objectives and Significance & Application. History of Behavioural Finance, Psychology: Concept, Nature, Importance, The psychology of financial markets, The psychology of investor behaviour, Behavioural Finance Market Strategies, Prospect Theory, Loss aversion theory under Prospect Theory & mental accounting—investors Disposition effect .

##### **UNIT II (8 Sessions)**

Building block of Behavioural Finance, Cognitive Psychology and limits to arbitrage. Demand by arbitrageurs: Definition of arbitrageur; Long-short trades; Risk vs. Horizon; Transaction costs and short-selling costs; Fundamental risk; Noise-trader risk; Professional arbitrage; Destabilizing informed trading (positive feedback, predation) Expected utility as a basis for decision-making. The evolution of theories based on expected utility concept.

##### **UNIT III (08 Sessions)**

Elsberg's paradoxes, Rationality from an economics and evolutionary prospective. Different ways to define rationality: dependence on time horizon, individual or group rationality. Herbert Simon and bounded rationality. Demand by average investors: Definition of average investor; Belief biases; Limited attention and categorization; Non-traditional preferences – prospect theory and loss aversion; Bubbles and systematic investor sentiment.

#### **UNIT IV (08 Sessions)**

External factors and investor behaviour: Fear & Greed in Financial Market, emotions and financial markets: geomagnetic storm, Statistical methodology for capturing the effects of external influence onto stock market returns

#### **UNIT V (08 Sessions)**

Behavioral corporate finance: Empirical data on dividend presence or absence, ex-dividend day behavior. Timing of good and bad corporate news announcement. Systematic approach of using behavioural factors in corporate decision-making. Neurophysiology of risk-taking. Personality traits and risk attitudes in different domains.

#### **Suggested Readings:**

Finding Financial Wisdom in Unconventional Places (Columbia Business School Publishing)

Bisen, pandey-Learning Behavioural Finance(Excel Books)

A History of Financial Speculation: Edward Chancellor

Forbes- Behavioural Finance (Wiley India)

The Little Book of Behavioral Investing (Montier)

The Psychology of Persuasion (Collins Business Essentials)

## **Semester-IV**

**MCYBEMG227**

### **Cyber Security**

#### **UNIT-I:**

Introduction: Review of TCP/IP and TCP, IP Header analysis, Introduction to Cyber World, Cyber attacks and cyber security, Information warfare and cyber terrorism, Types of cyber attacks, Cyber Crime and Digital Fraud, Overview of Types of computer forensics i.e. Media Forensics, Network forensics (internet forensics), Machine forensic, Email forensic (e-mail tracing and investigations)

#### **UNIT-II:**

Intellectual property rights: Copy Right-Source of risks, Pirates, Internet Infringement, Fair Use, postings, Criminal Liability, First Amendments, Losing Data, Trademarks, Defamation, Privacy-Common Law Privacy, Constitutional law, Federal Statutes, Anonymity, Technology expanding privacy rights

#### **UNIT-III:**

Legal aspects of cyber security: Ethics, Legal Developments, Late 1990 to 2000, Cyber security in Society, Security in cyber laws case studies, General law and Cyber Law-a Swift Analysis

#### **REFERENCES:**

1. Jonathan Rosenoer, "Cyber Law: The law of the Internet", Springer-Verlag, 1997.
2. D. Bainbridge, Introduction to Computer Law, 5th Edition, Pearson Education, 2004.
3. P. Duggal, Cyber Law: The Indian Perspective, Saakshar Law Publications, 2005.
4. Mark F Grady, Fransesco Parisi, "The Law and Economics of Cyber Security", Cambridge University Press, 2006.
5. S.P. Tripathy, "Cyber security", Wiley Publications.

## ELECTIVE PAPERS

### Specialization Group (Elective- A): Human Resource Management (Major)

Course Code

1. MLEADM207- Leadership & Personality Development..... (III Semester)
2. MINDUMG208- Industrial Relations & Labor Enactments..... (III Semester)
3. MNEGOMG230- Negotiation & Counseling ..... (IV Semester)

### Specialization Group: Human Resource- Minor

1. MLEADM207- Leadership & Personality Development..... (III Semester)
2. MINDUMG208- Industrial Relations & Labor Enactments..... (IV Semester)

### Specialization Group (Elective- B): Marketing (Major)

Course Code

1. MCONSMG 209- Consumer Behavior& Customer Loyalty..... (III Semester)
2. MINTEMG210- Integrated Marketing Communications ..... (III Semester)
3. MRETAMG231- Retailing& Distribution Management ..... (IV Semester)

### Specialization Group: Marketing- Minor

1. MCONSMG 209- Consumer Behavior& Customer Loyalty..... (III Semester)
2. MINTEMG210- Integrated Marketing Communications ..... (IV Semester)

### Specialization Group (Elective- C): Financial Management- (Major)

Course Code

1. MSECUMG211- Security Analysis & Investment Management.....(III Semester).
2. MMANAMG212- Management of Financial Institutions & Services.... (III Semester).
3. MTAXPMG232- Tax Planning and Management ..... (IV Semester)

### Specialization Group: Financial Management (Minor)

1. MSECUMG211- Security Analysis & Investment Management..... (III Semester).
2. MMANAMG212- Management of Financial Institutions & Services.... (IV Semester).

**Specialization Group (Elective-D): Information Technology Management (Major)**

Course Code

1. **MDATAMG213-** Database Management System ..... (III Semester)
2. **MSYSTEMG214-** System Analysis & Design..... (III Semester)
3. **MDATAMG233-** Data Communication & Network ..... (IV Semester)

**Specialization Group: Information Technology Management (Minor)**

1. **MDATAMG206-** Database Management System ..... (III Semester)
2. **MSYSTEMG207-** System Analysis & Design..... (IV Semester)

**Specialization Group (Elective-E): Agribusiness Marketing (Major)**

Course Code

1. **MRURAMG215-** Rural Marketing ..... (III Semester)
2. **MAGRIMG216-** Agricultural Marketing Management..... (III Semester)
3. **MMANAMG234-** Management of Agribusiness Cooperatives ..... (IV Semester)

**Specialization Group: Agribusiness Marketing (Minor)**

1. **MRURAMG215-** Rural Marketing ..... (III Semester)
2. **MAGRIMG216-** Agricultural Marketing Management..... (IV Semester)

**Specialization Group (Elective-F): Livestock Management (Major)**

Course Code

1. **MTECHMG217-** Technology Management for Livestock Products ..... (III Semester)
2. **MFEEDMG218-** Feed Business Management..... (III Semester)
3. **MDAIRMG235-** Dairy Product Management..... (IV Semester)

**Specialization Group: Livestock Management (Minor)**

1. **MTECHMG217-** Technology Management for Livestock Products ..... (III Semester)
2. **MFEEDMG218-** Feed Business Management..... (IV Semester)

**Specialization Group (Elective-G): Hospital Management (Major)**

Course Code

1. **MADMIMG219-** Administration of Hospital Support Services ..... (III Semester)
2. **MHOSPMG220-** Hospital Architecture, Planning and Maintenance..... (III Semester)
3. **MHOSPMG236-** Hospital Waste Management..... (IV Semester)

**Specialization Group: Hospital Management (Minor)**

1. **MADMIMG219-** Administration of Hospital Support Services ..... (III Semester)
2. **MHOSPMG220-** Hospital Architecture, Planning and Maintenance..... (III Semester)

**Specialization Group (Elective-H): Healthcare Management (Major)**

Course Code

1. **MHEALMG221-** Healthcare Law, Ethics and Medical Terminology ..... (III Semester)
2. **MHEALMG222-** Healthcare Environment and Management ..... (III Semester)
3. **MCOMMMG237-** Community Healthcare Management..... (IV Semester)

**Specialization Group: Healthcare Management (Minor)**

1. **MHEALMG221-** Healthcare Law, Ethics and Medical Terminology ..... (III Semester)
2. **MHEALMG222-** Healthcare Environment and Management ..... (III Semester)



## HUMAN RESOURCES MANAGEMENT- (SPECIALIZATION)

### MNEGOMG230: NEGOTIATION & COUNSELING

**Objectives:** The objective of this course is to provide knowledge of concepts and issues of negotiation and counseling such that to equip the students with valuable skills, techniques and strategies in counseling.

#### UNIT I (06 Sessions)

Negotiation: Nature, Characteristics, Strategy and Tactics of Distributive Bargaining, Strategy and Tactics of Integrative Negotiation; Strategy and Planning for Negotiation.

#### UNIT II (06 Sessions)

Negotiation Sub processes: Perception, Cognition and Emotion Communication: What is communicated during negotiation and how people communicate in Negotiation.

#### UNIT III (08 Sessions)

Best Practices in Negotiation – Fundamental Structure of negotiation and BATNA. Case I - Role Negotiation at Bokaro Steel Plant (Understanding Organizational Behaviour. By Udai Pareek, Oxford, and Second Edition Page 410-415).

#### UNIT IV (10 Sessions)

International and Cross Cultural Negotiation: Context and Concept; Influence of Culture on Negotiation: Case II - The Dabhol Debacle (Negotiation Made Simple, SL Rao, Excel Books pp.30-35 and pp. 196-197).

#### UNIT V (10 Sessions)

Emergence & Growth of Counselling: Factors contributing to the emergence, Approaches to Counselling: Behaviouristic, Humanistic Approaches and Rogers Self Theory Counselling Process : Steps in Counselling Process. Modern Trends in Counselling – Trends, Role of a Counsellor and Model of Counselling.

#### Suggested Readings :

Lewicki, Saunders & Barry - Negotiation (Tata McGraw Hill, 5th Ed.)

B.D.Singh - Negotiation Made Simple (Excel Books, 1st Ed.)

3. .Rao S N - Counseling and Guidance (Tata McGraw Hill, 2nd Ed.)

Singh Kavita - Counselling Skills for Managers (PHI, 1st Ed.)

Welfel, Patterson - The Counselling Process, A Multi theoretical Integrative Approach. (Thomson India, 6<sup>th</sup> Ed.)

Pareek Udai - Understanding Organisational Behaviour (Oxford)

## **HUMAN RESOURCES MANAGEMENT- (SPECIALIZATION)**

### **MINDUMG208: INDUSTRIAL RELATIONS AND LABOUR ENACTMENTS**

**COURSE OBJECTIVE:** The Course intends to educate and create awareness among the participants about various aspects of Industrial Relations and thus equip them to handle this delicate subject with maturity, objectivity and understandings. To gain knowledge of concepts, issues and legal framework of Industrial Relations.

#### **UNIT I (6 Sessions)**

Overview of Industrial Relations : Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Evolution of IR in India ; Role of State; Trade Union; Employers' Organisation; ILO in IR.

#### **UNIT II (8 Sessions)**

Trade Unionism : Trade Union : origin and growth, unions after independence, unions in the era of liberalization; concept, objectives, functions and role of Trade Unions in collective bargaining; problems of Trade Unions.

#### **UNIT III (6 Sessions)**

Labour problems : Discipline and misconduct; Grievance Handling Procedure; Labour turnover; Absenteeism; Workers' participation in management.

#### **UNIT IV (8 Sessions)**

Technological Change in IR-Employment issues, Management Strategy, Trade Union Response, Human Resource Management and IR- Management Approaches, Integrative Approaches to HRM; International Dimensions of IR.

#### **UNIT V (12 Sessions)**

Labour Legislations: Industrial Dispute Act, Factories Act, Payment of Wages Act, Workmen's Compensation Act. Important Provisions of Employees' State Insurance Act, Payment of Gratuity Act, Employees Provident Fund Act.

#### **Suggested Readings :**

Mamoria CB, Mamoria, Gankar - Dynamics of Industrial Relations (Himalayan Publications, 15th Ed.)  
Singh B.D. - Industrial Relations & Labour Laws (Excel, 1st Ed.)  
Kogent - Industrial Relations & Labour Laws (Wiley Dreamtech)  
Srivastava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.)  
VenkataRatnam - Industrial Relations (Oxford, 2006, 2nd Ed.)

## **MARKETING MANAGEMENT- (SPECIALIZATION)**

### **MRETAMG231: RETAILING AND DISTRIBUTION MANAGEMENT**

#### **Course Objective:**

This program helps management students to understand the fundamentals of Distribution management and familiarizing the participants with the global dynamism of retail practices and provides a specialize platform for developing cutting edge skills in retails. Class participation will be fundamental to the development of these skills.

#### **UNIT I (08 Sessions)**

##### **Distribution Management: An Overview**

Meaning, concept and elements of Distribution; Growing importance of distribution for strategic advantage; Value chain and marketing intermediaries; Various marketing intermediaries and their roles in value addition; Conventional distribution systems for various product categories; Multiple Channel Systems; Designing channel structure and strategy

#### **UNIT II (08 Sessions)**

##### **IT enabled Distribution Systems & Channel Relationships**

IT enabled Distribution Systems; Disintermediation vs Reintermediation; Cybermediary (e-commerce), Partial disintermediation, Infomediary; Intermediary empowerment; Framework for adoption of IT enabled distribution systems; Nature and characteristics of Partnering Channel Relationships; Stages, Reasons and Factors of developing Partnering Channel Relationships; Channel Conflicts and Resolution Strategies; Partnering Channel Relationships and IT

#### **UNIT III (10 Sessions)**

##### **Logistics Management**

Concept, Types, and Functions of Inventory; Inventory Management Tools and Techniques; Nature, Concept, Types, Functions and Strategy of Warehousing; Value of Information in Logistics and Bullwhip Effect; Logistics Information System and Order Processing, Concept, Evolution and Objectives of Logistics Management; Components and Functions of Logistics Management;

Distribution related Issues and Challenges for Logistics Management; Gaining competitive advantage through Logistics Management;

#### **UNIT IV (06 Sessions)**

Retail Management: An Overview

Concept and Evolution; Functions and Role of Retailing in Distribution; Social and Economic significance of Retailing; Formats of Retailing; Organized Retailing; Technology in Retailing; Present Indian Retailing Scenario

#### **UNIT V (8 Sessions)**

Retail Management Decisions

Organizational buying formats and processes; Merchandise Planning systems; Category Management; Logistics issues in Retailing; Inventory Management and Replenishment Systems; Value of Information visibility, Functions, Costs, and Modes of Transportation, Selection of Transport Mode; Transportation Network and Decision

#### **Suggested Readings:**

Agrawal D. K., Distribution & Logistics Management: A Strategic Marketing Approach, Macmillan Publishers India Ltd. New Delhi,

Berman- Retail Management Strategic approach-11e (Prentice hall)

Cox-Retailing An introduction 5e (Prentice hall)

Alan Rushton, Phil Croucher & Peter Baker, The Handbook of Logistics & Distribution Management, Kogan Page Ltd. London,

Anne T. Coughlan, Erin Anderson, Louis W. Stern & Adel I. El-Ansary, Marketing Channels, Pearson Education, Delhi,

P. K. Sinha & D. P. Uniyal, : Managing Retailing, Oxford University Press.

Michael Levy, Barton A Weitz and Ajay Pandit, Retailing Management, McGraw Hill, New Delhi,

Varley R and Rafiq M. : Principles of Retail Management, Palgrave Macmillan, Basingstoke

## **MARKETING MANAGEMENT- (SPECIALIZATION)**

### **MINTEMG207: INTEGRATED MARKETING COMMUNICATIONS**

#### **Course Objective:**

To familiarize the students with the different elements of Integrated marketing communications, so that they can look at marketing communications with a holistic approach. The course is designed to enable the students to learn the basics of marketing communications.

#### **UNIT I (6 Sessions)**

Integrated Marketing Communication (IMC): Marketing Communication, Objectives of Marketing Communication, Factors contributing to IMC, Participants in IMC, IMC Promotion Mix, IMC Management & Planning Model, Challenges in IMC,

#### **UNIT II (10 Sessions)**

Advertising Management: Meaning, Nature and Scope of Advertising, Advertising – Classification of advertising, Types of advertising, advertising appropriation, advertising campaigns Process of Advertising, Customer and Competitor Analysis, STP Strategies for Advertising: Advertising Agencies – their role, functions, organisation, Remuneration, client agency relationship, account Planning; Hoarding Contractors; Printers, etc. Management of Advertising Agencies, Role of Advertising in Natural Development, Testing of Advertising Effectiveness, Preparation and Choice of Methods of Advertising Budget, Ethical and Social Issues in Advertising

#### **UNIT III (08 Sessions):**

Message Design-The Creative concept development; the creative processes of the different forms of IMC; AIDA model Considerations for creative idea Visualization. Creative planning, creative strategy development, Communications appeals and execution, Message strategy design considerations, Source of the message, Message integration, Advertorials and Infomercials, Evaluation of Creative Strategy/work. Campaign Planning: Message Creation, Copywriting. Role of Creativity in Copywriting

**FINANCIAL MANAGEMENT- (SPECIALIZATION)**  
**MTAXPMG232: TAX PLANNING AND MANAGEMENT**

**COURSE OBJECTIVE:**

The present course aims at familiarizing the participants with the principles, problems and structure of

different types of business taxes in Indian and relevance of these taxes in business decisions.

Besides, a

broad understanding or role of taxation in economic and industrial development of an economy will also be given.

**Unit I (08 Sessions)**

Nature and Scope of Tax Planning: Nature, Objectives of Tax Management, Tax Planning, Tax Avoidance & Tax Evasion, Assessment Year, Previous Year, Assessee – types, Residential status, Non-resident Indians.

**Unit II (08 Sessions)**

Tax on Individual Income – Computation of tax under the heads of Salaries, Income from House Property, Profits & Gains of Business, Capital Gains & Income from Other Sources. Tax deductible at source

**Unit III (10 Sessions)**

Corporate Income Tax: Tax concessions and incentives for corporate decisions. Tax planning for depreciation; Treatment of losses & unabsorbed items; Carry forward and set off losses. Tax and business reorganizations: merger and amalgamation, Tax planning regarding Employees Remuneration, Tax appeals, Revision & Review.

#### **Unit IV (08 Sessions)**

Wealth tax on closely held companies; Valuation of assets; Filing of returns; Assessment; Appeals; Review; Revision and Rectification.

#### **Unit V (6 Sessions)**

Central Excise Act 1994 and Excise planning; Customs Act and Customs Duties Planning

#### **SUGGESTED READINGS:**

Bhatia H L - Public Finance (Vikas)

Lakhotia R N - How to Save Wealth Tax (Vision Book 2001, 9th Ed.)

Prasad Bhagwati - Income Tax Law & Practice (VishwaPrakashan)

Santaram R - Tax Planning by Reports (Taxmann, 1978).

5)Singhania V K - Direct Taxes, Law & Practice (Taxmann, 40th Ed.)

6) Datey V.S. - Indirect Taxes – Law & Practice (Taxmann, 20th Ed.)

## **FINANCIAL MANAGEMENT- (SPECIALIZATION)**

### **MMANAMG212- MANAGEMENT OF FINANCIAL INSTITUTIONS AND SERVICES**

#### **COURSE OBJECTIVE:**

The present course aims at familiarizing the participants with objectives, strategies, policies and practices of major financial institutions in India and various financial services.

#### **Unit I: (08 Sessions)**

Financial System and Markets: Constituents and functioning; RBI – Role and functions. Regulation of money and credit, Monetary and fiscal policies, Techniques of regulation and rates; Overview of Foreign Exchange Market, Financial Sector Reforms in India, Overview of Financial Services: nature, scope and importance etc.

#### **Unit II : (08 Sessions)**

Banking Industry in India, constituents, banking sector reforms, determination of commercial interest rates: fixed and floating, Management of capital funds- capital adequacy norms, Liquidity Management, Asset Liability Management - Gap analysis, Management of Non- performing assets, Strategies for making commercial banks viable.

#### **Unit III : (10 Sessions)**

Securitisation : concept, nature, scope and their implications. Securitization of Auto loans and housing loans, Securitisation in India. DFIs in India - IDBI, ICICI, IFCI, NABARD, RRBs, State Level Institutions ; NBFCs - Their status, types, working and strategies for commercial viability ; Insurance organisations- Their status, types, working and strategies for commercial viability.

#### **Unit IV : (10 Sessions)**

Leasing and Hire Purchase: Industry, Size and scope. Parties involved, Evaluation of Lease transaction, Types of lease and their implications, Hire purchase and lease - differences and implications for the business. Other financial services: Factoring, Forfeiting, Discounting and Re Discounting Of Bills, Consumer Credit and Plastic Money – concept, working and uses of each.



### **Unit V(06 Sessions)**

Concept, Types, Significance of Mutual Funds, NAV, Evolution & Growth of Mutual Funds, Role of Registrar, Underwriter according to SEBI guidelines.

#### **SUGGESTED READINGS:**

Fabozzi - Foundations of Financial Markets and Institutions (Prentice hall, 3rd Ed.)  
7) Parameswaran - Fundamentals of Financial Instruments (Wiley India)

Khan M.Y - Financial Services (Tata McGraw Hill, 1998)

Machiraju H R - Indian Financial System (Vikas, 2004)

Bhole L M - Financial Institutions and Markets (Tata McGraw-Hill, 3rd edition, 2003)

Srivastava, R.M & Nigam Divya - Management of Financial Institutions (Himalaya, 2003)

Gurusamy R - Financial Services & Markets (Thomson, 1st Ed.)

## INFORMATION TECHNOLOGY MANAGEMENT- (SPECIALIZATION)

### MDATAMG233: DATA COMMUNICATION & NETWORK

#### Course Objectives

This course provides an in-depth discussion of computer networks. It includes a detailed discussion of the different Network Models..

#### Unit I (08 Sessions)

Fundamentals of Communication System; Communication Links, Communication System Formats; Character Codes, Digital Data Rates; Asynchronous and Synchronous Data. Types of signals: AM; FM; PM; PCM; PDM; TDMA; FDMA; SDMA; CDMA; ASK; FSK; PSK Features: Error detection and correction codes; Hamming codes.

#### Unit II (08 Sessions)

LAN topologies: Workstation; Server; Cables; Types of Ethernet; Broadband and base-band; Optical Fibers; Network Interface Card.

#### Unit III (08 Sessions)

Networks and accessories: LAN, MAN, WAN; Hub; Bridges; Switches; Routers; Gateways Cell Relay; Frame Relay; ISDN; B-ISDN

#### Unit IV (08 Sessions)

OSI Model; Broadcasting; Multicasting; Point-to-point communication; IP Addressing, Concepts of Port; Socket; ATM; Tunneling; Virtual Private Network. *Network Operating systems*: UNIX; Linux; Windows.

#### Unit V (08 Sessions)

Mobile Communication: Applications of Mobile Communication; Wireless Communication: Bandwidth, Transmission Impairment, Interference, Terrestrial Microwave, Broadcast Radio, Infrared & Light Waves, Mobile Internet & WML: Mobile IP, Wireless TCP&UDP, WAP, WML

#### SUGGESTED READINGS:

- 2) Comer - Computer Networks and Internets (Pearson Education, 4th Ed.)
- 3) Stallings W - Data Computer Communication (Pearson Education, 2003, 7th Ed.)
- 4) Tanenbaum - Computer Networks (Prentice-Hall, 2004, 4th Ed.)
- 5) Black - Computer Networks (Prentice-Hall, 1999, 2nd Ed.)

## **INFORMATION TECHNOLOGY MANAGEMENT- (SPECIALIZATION)**

### **MSYSTEMG214: SYSTEM ANALYSIS & DESIGN AND SOFTWARE ENGINEERING**

#### **Course Objective**

This course is for the students of MBA program, who are specializing in Information Technology. It aims at acquainting these students with tools techniques of planning, analyzing, designing, implementing and maintaining Information system.

#### **UNIT-I (08 Session)**

Systems Concept; Characteristics of a System; Elements of System; Types of Systems; Decision Support System; System Development Life Cycle, Investigation, Analysis, Design, Implementation, Post Implementation Review and Maintenance.

#### **UNIT-II (06 Session)**

Systems Planning and Investigation: Basis for Planning in Systems Analysis - Dimensions of Planning, Initial Investigation, Needs Identification.

#### **UNIT-III (06 Session)**

Determining the User's Information Requirements, Feasibility Study, Feasibility Considerations, Steps in Feasibility Analysis - Feasibility Report.

#### **UNIT-IV (10 Session)**

Tools of Structured Analysis : Data Flow Diagram (DFD), Entity Relationship Diagrams, Data Dictionary, Process Modeling : Structured English, Decision Tree & Decision Table, Object Oriented Analysis (OOA) and Object Oriented Design (OOD).

#### **UNIT-V (10 Session)**

Basics of Information Security, Types of Attacks, Viruses, Virus Control, Hackers, Overview of Risks associated with Internet, Intrusion Detection Risk Management, Disaster Recovery Plan, Cryptography and authentication, Managing Risk, Information Security Policy, Creating a secure environment, Internet Security Standards

#### **Suggested Readings:**

Shah-Software Engineering & SAD(Wiley Dreamtech)  
Kenneth E Kendall and Julie E Kendall – SAD (PHI Publication, 7 Ed.)  
Grienstein and Feinman- E-commerce –Security, Risk Management and Control (TMH, 2nd Ed.)  
AnkitFadia -Encryption-Protecting your Data (Vikas Publication, 1st Ed.)  
Singh B –Network Security (PHI Publication, 1st Ed.)

## **AGRIBUSINESS MARKETING- (SPECIALIZATION)**

### **MMANAMG234: MANAGEMENT OF AGRIBUSINESS COOPERATIVES**

#### **Objective**

To provide the students an understanding about the agribusiness cooperative organizations and their management.

#### **Contents**

##### **UNIT- I**

Cooperative administration- a global perspective, ecology of cooperative administration, cooperative sector and economic development.

##### **UNIT- II**

Cooperative management- nature, functions and purpose of cooperatives – procurement, storage, processing, marketing, process of cooperative formation, role of leadership in cooperative management.

##### **UNIT- III**

The state and cooperative movement, effects of cooperative law in management, long range planning for cooperative expansion, policy making.

##### **UNIT- IV**

Human resource management, placement and role of board of directors in cooperative management.

##### **UNIT- V**

Overview of agribusiness cooperative – credit cooperatives, cooperative marketing, dairy cooperative; financing agribusiness cooperative.

#### **Suggested Readings**

- Akmat JS. 1978. *New Dimensions of Cooperative Management*. Himalaya Publ. House.
- Ansari AA. 1990. *Cooperative Management Patterns*. Anmol Publ.
- Sah AK. 1984. *Professional Management for the Cooperatives*. Vikas Publ. House.

## **AGRIBUSINESS MARKETING- (SPECIALIZATION)**

### **MAGRIMG216: AGRICULTURAL MARKETING MANAGEMENT**

#### **Objective**

The objective of this course is to give the students an understanding of concept, various policies, strategies and decisions relating to marketing that can be developed by agribusiness firms.

#### **Contents**

##### **UNIT -I**

Meaning and scope, agricultural marketing and economic development; Agricultural market structure – meaning, components and dynamics of market structure; marketing strategy – meaning & significance, formulation of marketing strategy; agribusiness marketing environment, design of marketing mix, market segmentation and targeting, determinants of consumer's behaviour.

##### **UNIT- II**

Product management - product management process and decisions, new product development – significance and classification of new product, stages and estimation of demand of new product; product life cycle.

##### **UNIT- III**

Pricing policies and practice for agribusiness - determinants of price, objectives of pricing policies and pricing methods.

##### **UNIT IV**

Promotional management - advertising planning and execution; sales promotion; grading and standardization.

##### **UNIT V**

Distribution management - storage and warehousing and transportation management for agricultural products; marketing agencies/intermediaries – roles and functions; distribution channels involved in agribusiness.

## **LIVESTOCK PRODUCTS- (SPECIALIZATION)**

### **MDAIRMG235- DAIRY TECHNOLOGY**

Total 45hrs (03h/wk), 03 Credits-

#### **Learning Outcomes:**

After successful completion of the course, students will be able to;

1. Understand the pre-requisites for starting a Dairy farm
2. Recognize different breeds of Cows & buffaloes following safety precautions.
3. Prepare and give recommended feed and water for livestock
4. Maintain health of livestock along with productivity
5. Vaccination of cattle, nutrients requirements
6. Entrepreneurship i.e., effectively market dairy products
7. Ensure safe and clean dairy farm and Standard safety measures to be taken in establishing an industry
8. Efficiently start and manage to establish or develop a Dairy Industry

#### **SYLLABUS:**

##### **Unit I - Introduction Dairy Farm - 05 Hrs**

Dairy development in India – Dairy Cooperatives (NDRI, NDDB, TCMPF)

Constraints of Present Dairy Farming and Future Scope of Dairy Farmer.

##### **Unit –II - Establishment of a Dairy Farm**

Selection of site for dairy farm; Systems of housing - Loose housing system, Conventional Dairy Farm; Records to be maintained in a dairy farm.

##### **Unit III - Livestock Identification - 05 Hrs**

Breeds of Dairy Cattle and Buffaloes - Identification of Indian cattle and buffalo breeds and Exotic breeds; Methods of selection of Dairy animals. (5 hrs)

Systems of inbreeding and crossbreeding. (3 hrs)

##### **Unit IV - Livestock Management 3 Hrs**

Weaning of calf, Castration, Dehorning, Deworming and Vaccination programme (3 hrs)

Care and management of calf, heifer, milk animal, dry and pregnant animal, bulls and bullocks. (3 hrs)

**Unit V - Feed Management, Dairy Management, Cleaning and Sanitation - 8 Hrs**

- 3.1 Basic Principles of Feed, Important Feed Ingredients, Feed formulation and Feed Mixing (2 hrs)
- 3.2 Operation Flood -Definition of Milk and Nutritive value of milk and ICMR recommendation of nutrients -Per Capita Milk production and availability in India and Andhra Pradesh -Methods of Collection and Storage of Milk- Labelling and Storage of milk products (4 hrs)
- 3.3. Cleaning and sanitation of dairy farm - Safety precautions to prevent accidents in an industry. (2 hrs)

**(Mandatory) Formal Activities- Field Visit Study, Case Study and Preparation of Report and Submission**

1. Group discussion & SWOT analysis
2. Visit to a Dairy Farm
3. Visit to Milk Cooperative Societies
4. Visit to Feed Milling Plants
5. Market Study and Identification of Government Schemes, Insurance and Bank Loans in relation to dairy farming

**Reference books:**

1. Dairy Science; Petersen (W.E.) Publisher - Lippincott & Company
2. Principles and practices of Dairy Farm -Jagdish Prasad
3. Text book of Animal Husbandry - G C Benarjee
4. Hand book of Animal Husbandry - ICAR Edition
5. Outlines of Dairy Technology - Sukumar (De) - Oxford University press
6. Indian Dairy Products – Rangappa (K.S.) & Acharya (KT) – Asia Publishing House.
7. The technology of milk Processing – Anantha krishnan, C.P., Khan, A.Q. and Padmanabhan, P.N. - Shri Lakshmi Publications.
8. Dairy India 2007, Sixth edititon
9. Economics of Milk Production – BharatiPratima Acharya Publishers.
10. <http://www.asci-india.com/BooksPDF/Dairy%20Farmer%20or%20Entrepreneur.pdf>
11. <https://labour.gov.in/industrial-safety-health>

## **LIVESTOCK PRODUCTS- (SPECIALIZATION)**

### **MFEEEDMG218- FEED BUSINESS MANAGEMENT**

#### **Contents**

##### **UNIT- I**

Present status of feed resources; gap between demand and availability of nutrients; status of feed industry in India and world, constraints in the development of Indian feed industry.

##### **UNIT- II**

Nutrients requirements of livestock and poultry; feed stuff and their origin; scientific storage of feeds and feed ingredients; protection of protein and fat.

##### **UNIT- III**

Processing of feeds, layout and design of feed plants, feed plant management; feed preparation for fish and pet animals, specialty feeds.

##### **UNIT- IV**

Importance and preparation of mineral mixture; feed additives and supplements, feed mixing, principles of mixing and compounding of feeds; improving the feeding value of poor quality roughages.

##### **UNIT- V**

Distribution channels, regulations relating to manufacture and sale of feed stuffs.

#### **Suggested Readings-**

Gohl BO. 1981. Tropical Feeds. FAO.

Mc Ellihnery Robert R. 1994. Feed Manufacturing Technology.

American Feed Industry Assoc.

Pfost Harry B. 1976. Feed Manufacturing Technology. American Feed Industry Assoc.

Rajgopalan K. Feed Industry Red Book. ZMAG Publication.

Rajgopalan K. 1989. Storage Structures. Oxford & IBH.



4. Lewellyn Davis L., Hospital Planning and Administration, R. Macaualy HMC

**HOSPITAL MANAGEMENT- (SPECIALIZATION)**  
**MHOSPMG236- HOSPITAL WASTE MANAGEMENT**

**Unit - I** Hospital Waste: Definition. Classification, Categories, Sources. Routes. Associated Diseases, Risks, Control of Hazards, Associated Problems in India; Need, Objective and importance of Bio Medical Waste Management Programme in Health Care Facilities; Steps in Management of BMW

**Unit - II** Control of Hospital Acquired Infection: Types of Infection; Common Nosocomial Infection and their Causative Agents; Prevention of Hospital Acquired Infection; Role of Central Sterile Supply Department; Infection Control Committee; Monitoring and Control of Cross- Infection; Staff Health.

**Unit - III** Biomedical Waste Management: Meaning, categories of Biomedical wastes; Disposal of biomedical waste products; Incineration and its importance; Standards for Waste Autoclaving, Micro Waving and Deep Burial; Segregation, packaging, transportation and storage.

**Unit - IV** Human Waste Disposal and Sewage Disposal: Diseases carried from excreta; Sanitation barrier; Methods of Excreta disposal; Sewage wastes: Meaning, composition; Aims of Sewage disposal; Decomposition of Organic Matter; Modern Sewage Treatment; Drawbacks of improper disposal of wastes; Solid and liquid waste disposal.

**Unit - V** Safety and Protective Measure: Principles of Safe Handling; Personal Protective Devices and other Protective Measures; Occupational Safety; Training for Doctors, Nurses, Nodal Officers and Waste Management Analyzers.

**Reference Books**

1. Singh, Anant. Preet&Kaur. Sukhjiti.(2012). Bio-medical waste disposal. Jaypee Brothers Medical Publishers.
2. Bahera. P.K. (2009). Sustainable bio-medical waste management. Dominant Publishers & Distributors.
3. Sharma – Holistic approach to Hospital Waste Management published by Dept. of Hospital Administration – AIIMS, New Delhi, 2006

## **HOSPITAL MANAGEMENT- (SPECIALIZATION)**

### **MHOPSMG220- HOSPITAL ARCHITECTURE - PLANNING AND DESIGNING**

**Unit - I** Introduction to Hospital Planning: Aim, guiding Principles in Hospital Planning; Regionalization of Hospital Services (Area wide planning); Stages in Hospital Planning; Hospital Utilization Statistics; Assessment of the extent of need for Hospital Services.

**Unit - II** Surveying the community: Planning for general hospital services; Determining hospital location, size and kind of hospital service, area to be served, bed occupancy and bed ratios, quality of facilities and services; Evaluation of human resource; Hospital Constitution.

**Unit - III** Hospital Construction: Role of Organisation, Governing Board, Hospital Administration; Role of Hospital Architect; Architect's brief, Choosing a site, site survey; Process of Hospital Planning; Hospital Design –Guiding Principles in Planning and Designing; Long range plans and facility master plan; Circulation pattern planning of different types of hospitals; Operations and future planning; Equipment planning; Hospital Building - Space requirements; Hospital project management; Hospitals for tomorrow.

**Unit - IV** Functional Hospital Organization: Hospital code of ethics, medical ethics Indian Boilers Act 1923; Safety of Centralized Gas and Vacuum Supply Services: Petroleum Rules 2002; Fire Safety Regulations; Registration of Hospital, Nursing Homes.

Medical specialties- Overview of the functions and sphere of each specialty: oncology, general medicine, cardio thoracic, gastroenterology, urology, nephrology, radiology, psychiatry, endocrinology, neurology, ophthalmology, medical services, surgical services, operation theatre, maternity services, dental services.

**Unit - V** Supportive services: Clinical laboratories, radiological services, medical records, front office, billing, staffing, housekeeping, transportation, dietary services, emergency services, infection control, mortuary services.

#### **Reference Books**

1. Kunders G.D., Gopinath S., and Katakam A. Hospital Planning, Design and Management, Tata McGraw Hill, New Delhi, 1999
2. Srinivasan, A.V. (ed.), Managing a Modern Hospital, Chapter 2, Response Books, NewDelhi, 2000.
3. Sakharkar, B. M.(2009). Principles o/ hospital administration and planning. JaypeeBrothers Medical Publication

**HEALTHCARE MANAGEMENT- (SPECIALIZATION)**  
**MCOMMMG237- COMMUNITY HEALTHCARE MANAGEMENT**

**Unit - I** Definition, concepts, determinants & dimensions of health; Health sickness spectrum; Levels of health care; Concepts of disease causation; Levels of disease prevention; Social medicine & Social control of medicine; Community Diagnosis; Quality of life; Right to health; Indicators of health; Health services philosophies; Health services research.

**Unit - II** Current issues in community health; Etiology and treatment options for common chronic and communicable diseases; primary, secondary, and tertiary measures to prevent and treat conditions most prevalent at the community level.

**Unit - III** Health promotion in the workplace: A healthy and safe workplace; Occurrence and prevention of injuries; Occupational stress; Occupational safety and health; Women's health; AIDS; Violence; Alcohol, tobacco and illegal drugs use; Proper use of medications - prescription and non-prescription.

**Unit - IV** Communication, Programme planning and evaluation in health education and promotion: Community needs assessment; Planning for health education and promotion programs in a variety of settings; Issues relating to implementation of programs; Monitoring and Evaluation. Principles of Health Education; Health informatics

**Unit - V** Chronic disease management & Consumer health: Prevention and control of chronic lifestyle diseases; common barriers to healthy lifestyles; evaluation of health services and products; medical quackery; efficiently using health services; consumer protection; alternative and complementary therapies (AYUSH); food selection; influences of advertising on consumer choices.

**Reference Books**

1. B. Sridhar Rao, Textbook of Social Medicine, 2nd Edition, 2010, AITBS Publishers, India
2. Ajit K. Dalal, Social Dimensions of Health, Rawat Publishers, 2005, New Delhi, India
3. Seth B. Goldsmith, Principles of Health Care Management, Jones & Bartlett Publishers, 2005, UK
4. Park K. Park's Textbook of Preventive and Social Medicine, 22nd Edition, Banarsidas Bhanot Publishers, Jabalpur, India 2012.

## HEALTHCARE MANAGEMENT- (SPECIALIZATION)

### MHEALMG222-HEALTHCARE ENVIRONMENT AND MANAGEMENT

#### COURSE OBJECTIVE

- To familiarize with the healthcare environment
- To understand the concepts of management with relevance to hospitals

#### UNIT I

Introduction – Theoretical frame work - Environment - Internal and External – Environmental Scanning – Economic Environment – Competitive Environment – Natural Environment – Politico Legal Environment – Socio Cultural Environment - International and Technological Environment.

#### UNIT II

A Conceptual Approach to Understanding the Health Care Systems – Evolution – Institutional Setting - Out Patient services – Medical Services – Surgical Services – Operating department – Pediatric services – Dental services – Psychiatric services – Casualty & Emergency services – Hospital Laboratory services – Anesthesia services – Obstetrics and Gynecology services – Neuro – Surgery service – Neurology services.

#### UNIT III

Overview of Health Care Sector in India – Primary care – Secondary care – Tertiary care – Rural Medical care – urban medical care – curative care – Preventive care – General & special Hospitals-Understanding the Hospital Management – Role of Medical, Nursing Staff, Paramedical and Supporting Staff - Health Policy - Population Policy - Drug Policy – Medical Education Policy

#### UNIT IV

Health Care Regulation – WHO, International Health regulations, IMA, MCI, State Medical Council Bodies, Health universities and Teaching Hospitals and other Health care Delivery Systems

#### UNIT V

Epidemiology – Aims – Principles – Descriptive, Analytical and Experimental Epidemiology - Methods – Uses

#### REFERENCES

Seth, M.L. MACROECONOMICS, *Lakshminarayana Agrawal, Edu, Pub. Agra. 1996* Peter, Z & Fredrick, B. HEALTH ECONOMICS, *Oxford Pub., New York, 1997* Shanmugansundaram, Y., HEALTH ECONOMICS, *Oxford Pub. New York, 1997*