# SCHEME AND SYLLABUS 2023 ONWARDS
## (OUTCOME BASED EDUCATION)
### *For*
### MBA (DISASTER MANAGEMENT)



**UNIVERSITY OF KERALA**

**THIRUVANANTHAPURAM - 695034**

**Program Regulations and Syllabus - For those who joined in 2023– 24 onwards**

1. **PROGRAM:** Master of Business Administration (**MBA**)

2. **PROGRAMMES OFFERED:**
   a. **MBA (DISASTER MANAGEMENT)**

3. **DURATION**: Two years Full Time (each year having Two Semesters)

4. **MEDIUM OF INSTRUCTION AND EXAMINATIONS**: English only.

5. **ELIGIBILITY FOR ADMISSION**:

   A. The candidate should have passed the degree from any Indian University, under the regular stream, recognized by the University of Kerala and shall be in the 10+2+3 pattern (or in 10+2+4 pattern). In all the cases the student should have passed the degree examination with not less than 50% marks/equivalent grade (no rounding off allowed)in Part III /core plus complimentary in BA, B.Sc., B.Com. etc., or 50% marks/equivalent grade (no rounding off allowed) in aggregate in case of B.E/ B.Tech, B.Sc. (Agri.) and other 4/5 year degree courses. The candidates, who have passed MA/M.Sc./M. Comor any other PG Degree recognized by the University of Kerala with 50% of marks/equivalent grade in aggregate, are also eligible for admission. SC/ST, SEBC and differently abled candidates shall be given relaxation as per University rules.

   B. The candidates should possess a valid score from any one of the entrance examinations conducted by K-MAT, C-MAT or CAT. The scores obtained during the previous academic year alone be considered.

   C. The provisional rank list for admission to the MBA programme will be prepared based on the score obtained by the candidate in the Entrance Test (80% weightage), Group Discussion (10% weightage) and Interview (10% weightage).

   D. Ten percentage of seats will be reserved for the Government sponsored officials from the State and Central Government. The candidates under this category are exempted from Entrance Test but they have to appear Group Discussion and Interview.

   E. There will be a representative of the University in the Group discussion and Interview held at the colleges. Dean, Faculty of Management studies will forward the list of representatives to the University and upon approval, the University will intimate colleges.

   F. Candidates who have passed their Degree or Master's Degree from other Universities should produce the Eligibility Certificate issued by the University of Kerala (Course Equivalency Certificate) at the time of admission. Only those candidates who produce eligibility certificate and mark lists of Degree or Master's Degree from *other universities* at the time of counseling, will be considered for admission.

   G. Reservation of seats is as per the Government of Kerala and University of Kerala norms from time to time.

### 6. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

**Upon completing the degree, the student will be able to:**

**PEO - 1**    Analyse social and environmental aspects with professional values, ethics and equity to transform the learned and acquired knowledge, skills, and expertise to the community

**PEO - 2**    Involve in lifelong learning to adapt educational needs in a changing world to maintain their competency and to contribute to the advancement of knowledge in a multi-disciplinary environment.

**PEO - 3**    Learn to adapt to a rapidly changing environment with learned and applied new Skills

**PEO - 4**    This programme will equip the candidate to be socially responsible and value driven citizens committed to sustainable development.

**PEO - 5**    To inculcate the spirit of teamwork, integrity, professional values so that the student will be able to perform effectively in an organizational set up or on their own entrepreneurial ventures

### 7. PROGRAMME OUTCOMES (POs)

| Number | Programme Outcome |
|---|---|
| **PO – 1** | Demonstrate the ability to perform professionally in organizations or start-ups. |
| **PO – 2** | Perform in a social, cultural, and ethical responsibility as an individual or as a member of a team in a professional manner. |
| **PO – 3** | Exude positive attitude in all the sectors and are willing to support any professional initiatives with positive mind-set. |
| **PO – 4** | Adapt to sustain in emerging era and constantly upgrade skills towards independent and lifelong learning |
| **PO – 5** | Communicate complex concepts with professionalism by adapting appropriate resources and modern tools |
| **PO – 6** | Able to document their participation and contribution to student organizations, business or consulting projects, internship opportunities or other initiatives. |
| **PO – 7** | Able to conceptualize, organize and resolve complex business problems or issues by using the resources available under their discretion |
| **PO – 8** | Understand the impact of the professional management solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development. |

**PO – 9** Apply ethical principles and commit to professional ethics and responsibilities and norms of the management practice.

**PO – 10** Able to identify, assess and shape entrepreneurial opportunities and to evaluate their potential for business success.

## 8. PROGRAMME SPECIFIC OUTCOMES (PSOs)

**Number Programme Specific Outcomes**

**PSO 1** Apply the knowledge gained during the program to identify, Formulate and solve real life problems to meet the core competency with continuous up

**PSO 2** Apply the knowledge of ethical and management principles required to work in a team with stewardship of the society.

**PSO 3** Consolidate the acquired theoretical knowledge into practical skills and wisdom.

**PSO 4** Discharge his/her social responsibility to the community at large and participate in volatile and disaster situations.

## 9. PROGRAMME STRUCTURE:

**SEMESTER - I**

| Part | Course Code | Name of the course | Int | Ext | Tot | Cr |
|------|-------------|--------------------|-----|-----|-----|-----|
| Core 1 | MGT 511 | PRINCIPLES & PRACTICES OF MANAGEMENT | 25 | 75 | 100 | 4 |
| Core 2 | MGT 512 | ORGANISATIONAL BEHAVIOUR | 25 | 75 | 100 | 4 |
| Core 3 | MGT 513 | DOMESTIC BUSINESS ENVIRONMENT AND VALUE BASED MANAGEMENT | 25 | 75 | 100 | 4 |
| Core 4 | MGT 514 | ACCOUNTING FOR MANAGERS | 25 | 75 | 100 | 4 |
| Core 5 | MGT 515 | MANAGERIAL ECONOMICS | 25 | 75 | 100 | 4 |
| Core 6 | MGT 516 | QUANTITATIVE TECHNIQUES | 25 | 75 | 100 | 4 |
| Core 7 | MGT 517 | ENVIRONMENTAL MANAGEMENT | 25 | 75 | 100 | 4 |
| | | **Total for semester – I** | **175** | **525** | **700** | **28** |

| Part | Course Code | SEMESTER - II Name of the course | Int | Ext | Tot | Cr |
|---|---|---|---|---|---|---|
| Core 8 | MGT 521 | EXECUTIVE BUSINESS COMMUNICATION | 25 | 75 | 100 | 4 |
| Core 9 | MGT 522 | MARKETING MANAGEMENT | 25 | 75 | 100 | 4 |
| Core 10 | MGT 523 | OPERATIONS RESEARCH | 25 | 75 | 100 | 4 |
| Core 11 | MGT 524 | BUSINESS LAW | 25 | 75 | 100 | 4 |
| Core 12 | MGT 525 | PRODUCTION AND OPERATIONS MANAGEMENT | 25 | 75 | 100 | 4 |
| Core 13 | MGT 526 | RESEARCH METHODOLOGY | 25 | 75 | 100 | 4 |
| Core 14 | MGT 527 | FINANCIAL MANAGEMENT | 25 | 75 | 100 | 4 |
| Core 15 | MGT 528 | MANAGING HUMAN RESOURCES | 25 | 75 | 100 | 4 |
| | | **Total for semester – II** | **200** | **600** | **800** | **32** |

## SEMESTER – III

| Part | Course Code | Name of the course | Int | Ext | Tot | Cr |
|---|---|---|---|---|---|---|
| Core 16 | MGT 531 | INNOVATION MANAGEMENT & ENTREPRENEURSHIP | 25 | 75 | 100 | 4 |
| Core 17 | MGT 532 | DATA ANALYTICS | 25 | 75 | 100 | 4 |
| Core 18 | MGT 533 | INFORMATION SYSTEMS AND CYBER SECURITY | 25 | 75 | 100 | 4 |
| ELECTIVE 1 | MGT DM 01 | INTRODUCTION TO DISASTER MANAGEMENT | 25 | 75 | 100 | 3 |
| ELECTIVE 2 | MGT DM 02 | DISASTER PLANNING AND RISK MANAGEMENT | 25 | 75 | 100 | 3 |
| ELECTIVE 3 | MGT DM 03 | HUMANITARIAN LOGISTICS AND SUPPLY CHAIN MANAGEMENT | 25 | 75 | 100 | 3 |
| ELECTIVE 4 | MGT DM 04 | INFORMATION COMMUNICATION TECHNOLOGY | 25 | 75 | 100 | 3 |
| ELECTIVE 5 | MGT DM 05 | DATA ANALYTICS IN EMERGENCY MANAGEMENT | 25 | 75 | 100 | 3 |
| ELECTIVE 6 | MGT DM 06 | PUBLIC HEALTH & DRR | 25 | 75 | 100 | 3 |
| ELECTIVE 7 | MGT DM 07 | SOCIETIAL DIAMENTIONS OF DISASTER MANAGEMENT | 25 | 75 | 100 | 3 |

| Core 19 | MGT 534 | INTERNSHIP/MINI PROJECT | 50 | 50 | 100 | 2 |
|---------|---------|-------------------------|----|----|-----|---|
|         |         | **Total for semester – III** | **300** | **800** | **1100** | **35** |

## SEMESTER - IV

| Part | Course Code | Name of the course | Int | Ext | Tot | Cr |
|------|-------------|--------------------|-----|-----|-----|----|
| Core 20 | MGT 541 | STRATEGIC MANAGEMENT | 25 | 75 | 100 | 4 |
| ELECTIVE 8 | MGT DM 08 | CLIMATE CHANGE, SUSTAINABLE DEVELOPMENT AND CORPORATE SUSTAINABILITY | 25 | 75 | 100 | 3 |
| ELECTIVE 9 | MGT DM 09 | RESPONSE, RECOVERY, REHABILITATION AND RESILIENCE | 25 | 75 | 100 | 3 |
| ELECTIVE 10 | MGT DM 10 | HUMINITARIAN LEADERSHIP | 25 | 75 | 100 | 3 |
| ELECTIVE 11 | MGT DM 11 | ACTS, POLICIES AND RULES | 25 | 75 | 100 | 3 |
| ELECTIVE 12 | MGT DM 12 | PROFESSIONAL COMMUNICATION FOR DISASTER MANAGEMENT | 25 | 75 | 100 | 3 |
| ELECTIVE 13 | MGT DM 13 | LAB COURSE- GEO-INFORMATICS | 25 | 75 | 100 | 3 |
| Core 21 | MGT 542 | SUMMER PROJECT |  | 150 | 150 | 6 |
| Core 22 | MGT 543 | COMPREHENSIVE VIVA VOCE |  | 50 | 50 | 2 |
|  |  | **Total for semester –IV** | **100** | **500** | **600** | **21** |
|  |  | **Total for all semesters** | **675** | **2225** | **3000** | **110** |

(50% in total for a pass in a course, no internal minimum, 38 marks required for a pass in external examination out of 75) . For internships separate minimum (50%) for Internal and external

The list of electives offered during the III and IV semesters are as follows

## A. DISASTER MANAGEMENT

| Course Code | III Semester | Course Code | IV Semester |
|-------------|--------------|-------------|-------------|

| MGT DM 01 | INTRODUCTION TO DISASTER MANAGEMENT | MGT DM 08 | CLIMATE CHANGE, SUSTAINABLE DEVELOPMENT AND CORPORATE SUSTAINABILITY |
|---|---|---|---|
| MGT DM 02 | DISASTER PLANNING AND RISK MANAGEMENT | MGT DM 09 | RESPONSE, RECOVERY, REHABILITATION AND RESILIENCE |
| MGT DM 03 | HUMANITARIAN LOGISTICS AND SUPPLY CHAIN MANAGEMENT | MGT DM 10 | HUMINITARIAN LEADERSHIP |
| MGT DM 04 | INFORMATION COMMUNICATION TECHNOLOGY | MGT DM 11 | ACTS, POLICIES AND RULES |
| MGT DM 05 | DATA ANALYTICS IN EMERGENCY MANAGEMENT | MGT DM 12 | PROFESSIONAL COMMUNICATION FOR DISASTER MANAGEMENT |
| MGT DM 06 | PUBLIC HEALTH & DRR | MGT DM 13 | LAB COURSE- GEO-INFORMATICS |
| MGT DM 07 | SOCIETIAL DIAMENTIONS OF DISASTER MANAGEMENT | | |

## 10. INTERNAL EVALUATION:

For the Theory Courses, the break-up of marks shall be as follows:

| INTERNAL EXAMINATIONS | 10 MARKS |
|---|---|
| SEMINARS | 5 MARKS |
| ASSIGNMENTS | 5 MARKS |
| ATTENDANCE/CLASS PARTICIPATION | 5 MARKS |
| **TOTAL** | **25 MARKS** |

**A student will be allowed to write the end semester examination only if he/she obtains the minimum attendance stipulated by the University.**

### 11. EXTERNAL EVALUATION:

An external evaluation of 75 marks will be conducted by the University in all four semesters for the courses excepting the MOOC, Project work and Comprehensive viva.

**The pattern of examination:**

**FOR PAPERS OTHER THAN MGT 514, MGT 515, MGT 516, MGT 523, MGT 525, MGT 526, MGT 527 THE FOLLOWING PATTERN TO BE FOLLOWED:**

**PART A**
5 QUESTIONS TO BE ANSWERED. ONE QUESTION EACH FROM EACH UNIT TO BE INCLUDED.  ( 5 x 4 = 20 MARKS)
**PART B**
5 QUESTIONS EACH FROM EACH UNIT TO BE ASKED. 3 QUESTIONS TO BE ANSWERED (3 x 10=30 MARKS)
**PART C**
1 CASE STUDY/ RESEARCH ORIENTED QUESTION          (25 MARKS)

**IN THE CASE OF MGT 514, MGT 515, MGT 516, MGT 523, MGT 525, MGT 526, MGT 527 SUBJECTS:**

**PART A**
5 QUESTIONS TO BE ANSWERED. ONE QUESTION EACH FROM EACH UNIT TO BE INCLUDED.  ( 5 x 5 = 25 MARKS)
**PART B**
5 QUESTIONS TO BE ANSWERED WITH INTERNAL CHOICE. ONE QUESTION EACH FROM EACH UNIT TO BE ASKED.  (5 x 10=50 MARKS)
MINIMUM OF THREE PROBLEMS TO BE GIVEN IN PART B

*Requirement for a Pass*

*50% in total for a pass in a course, no internal minimum (Other than for Internships), 38 marks required for a pass in external examination out of 75. For Internships, Separate minimum of 50% required for both internal and external evaluation /viva voce.*

### 12. MOOC:

According to the guidelines of UGC, the students areencouraged to avail this option of enriching by enrolling themselves in the MOOC provided byvarious portals such as SWAYAM, NPTEL, etc. As per University Grants Commission (UGC) notification published in the gazette of India about UGC (Credit Framework for Online Learning Courses through SWAYAM) Regulation, 2016 on 19th July 2016, The Massive Open Online Course (MOOC) through SWAYAM platform is compulsory. A student has to compulsorily undertake 2 MOOC

Courses, One in each year, through the Swayam/NPTEL platform and successfully clear the papers for the course thus selected and it should be in the area related to their specialization but with focus on employability. The institute shall recommend courses in the first year and the student shall be given opportunity to select a course in the second year, with the advice of his mentor or faculty. The students must compulsorily submit the certificates of MOOC courses that they have opted during the comprehensive viva-voce examination at the end of the fourth semester. If a student fails to undertake the courses or has successfully done only one course, they will not be permitted to appear for the Comprehensive Viva Voce Examination. The University will constitute a Board of Examiners for conducting the comprehensive viva-voce. Students securing less than 25 marks in the comprehensive viva-voce out of 50 & those who don't have the certificates of MOOC Courses will have to repeat the same during the next year. Such students will be given a total of three chances to clear the same.The details can be had from http://ugcmoocs.inflibnet.ac.in/ugcmoocs/.

**Note**

It's the student's responsibility to ensure that they register for the MOOC Course, they complete the MOOC course, they appear and pass the exams for the course they have enrolled and handover the certificate to the institute. The institute shall give charge of MOOC Courses to a faculty and ensure that students are joining for courses.

13. **PROJECT WORK**: Details are given along with the syllabus in Annexure

14. **TRANSITORY REGULATIONS:**

Wherever there has been a change of syllabi, examinations based on the existing syllabus will be conducted for two consecutive years after implementation of the new syllabus in order to enable the students to clear the arrears. Beyond that, the students will have to take up their examinations in equivalent subjects, as per the new syllabus, on the recommendation of the Chairman, BOS in Business Management (PG) endorsed by the Dean, Faculty of Management studies concerned.

15. Any other regulations not found in this, the University's broad regulations will come into force.

16. Notwithstanding anything contained in the above pages as Rules and Regulations governing the Two Year Master's Programme, the Syndicate is vested with the powers to revise them from time to time on the recommendations of the Academic Council.

# University of Kerala

# Master of Business Administration Syllabus

# Semester 1:

## I SEMESTER:

MGT 511 PRINCIPLES & PRACTICES OF MANAGEMENT
MGT 512 ORGANISATIONAL BEHAVIOUR
MGT 513 DOMESTIC BUSINESS ENVIRONMENT AND VALUE BASED MANAGEMENT
MGT 514 ACCOUNTING FOR MANAGERS
MGT 515 MANAGERIAL ECONOMICS
MGT 516 QUANTITATIVE TECHNIQUES.
MGT 517 ENVIRONMENTAL MANAGEMENT

## MGT 511: PRINCIPLES & PRACTICES OF MANAGEMENT

**Semester** : **I**

**Course Code** : **MGT 511**

**Credit** : **4**

**Course** : **PRINCIPLES & PRACTICES OF MANAGEMENT**

**Aim** :

- To provide an insight into the principles of management and the practical aspects that is connected to the same.
- To provide an outline of concepts,
- To provide an understanding of modern organizations in terms of the management of people,

**Course Objective :** To understand (a) How do organizations function and why? (b) What sort of problems do they face, (c) why, and how do they cope with them? (d) How do they influence individual behavior and vice versa?

**Teaching Strategy:**

Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments

| **Study:** | Lect:**(L)** Sem/**(T)** | Library/ | Directed(**DS**) Other: | Formal | Total |
|---|---|---|---|---|---|
| **Hours:** | 25 | Tut: 10 | Pract: 10 | Study: 50 | 05 | Exams: 2 | 100 |

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and Cross Cultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |
|---|---|---|---|---|---|---|---|---|
| √ | √ | √ | √ | √ | √ | √ | **No** | √ |

**Course Outcomes:**
   *a) Knowledge-*

By the end of this course, students should be better able to

- Understand what management is and why it is important
- Understand the changes in theories about how managers should behave to motivate and control employees
- Understand the nature of managerial decision making
- Identify the main steps of the planning process and explain the relationship between planning and strategy
- Describe the types of organizational structures managers can design, and explain why they choose one structure over another
- Explain what leadership is and what makes for an effective leader

*Skills-*

**Critical Thinking Skills -** to include creative thinking, innovation, inquiry and analysis, evaluation and syntheses of information

**Communication Skills** – to include effective development, interpretation, and expression of ideas through written, oral, and visual communication

**Teamwork –** to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

**Decision Making Skills** – Collection, evaluation, and syntheses of information

**Outline Syllabus:**

## UNIT I
Management concepts – Definition, Manager – Management – Management as a fundamental Process, Management process in detail, The input – Process – Output approach, Qualities of Good Managers, Roles of Managers, The **Evolution of Management Thought** - "Early **Management Thought**," "The Scientific **Management** Era," "The Social Person Era," and "The Modern Era." "Early **Management Thought**".

## UNIT II
Contributions of F.W. Taylor - Henry Fayol - Behavioral School of Management Approach - Styles of management - European - American - Japanese – Indian. Taylor  - Management Philosophy  - "Scientific Management",  Fayol - General theory of administration.

## UNIT III
Basic functions in Management – PODSCORB – Henry Fayol's Study – Management Functions - POLC -  Planning , Organising, Leading & Controlling . Planning – Definition –

Types of Planning on the basis of Nature, Time and Use Nature - Operational Planning, Strategic Planning, Contingency Planning / Time - Long Term , Intermediate, Short Term Plans / Use - Single Plan, Standing Plan, Planning Process – Analysis of the Environment – SWOT Matrix as a planning tool, Organizing – Definition, Importance of organizing, Organisational Structure – Purpose, Types .

## UNIT IV

Leading –Managing, Motivating & Directing People, Control – Definition, Purpose, Types - feed forward **controls**, concurrent **controls** and feedback **controls,** Motivation – Definition, Frameworks of Motivation, Types, Theories of motivation  Content & Process Theories, Leadership – Definition, Theories and Models of leadership, Types of Leadership, Qualities of a good leader,  leaders role  in team development.

## UNIT V

Decision Making – Definition - Factors affecting decision making process, organizational culture -Hofstede's Cultural Dimensions Theory- Managers Challenges in the 21st century , The Changing role with the advent of technology.

**References**

1. Koontz , H. and Weihrich,H. (2015).  Essentials of Management 10th Edition, New Delhi, McGraw-Hill Companies.
2. Chandrasekar KS, AM Sumi, Ashadevi J and M Al Ameen (2019), History of Management Thought, Vijaynicole imprints.
3. Srinivasan, R. and  Chunawalla,S.A. (2014). Principles of Management, Mumbai, Himalaya Publishing
4. Chandan, J.S. (2016). Principles of Management, New Delhi, Vikas Publications.
5. Stoner, J.A., Freeman, R.E. and Gilbert, D.R. (2018) .Management 6th Edition. New York, Pearson Education.
6. Drucker,P.F. (2001). Management challenges for the 21st Century, New York, Harper Collins.
7. www.swayam.gov.in

**Additional Reading:**
- Vikalpa , Journal of the Indian Institute of Management

- Harvard Business Review
- Economic & Political Weekly
- The Effective Executive, Peter Drucker (Harper Business, 2006)
- Good to Great: Why Some Companies Make the Leap and Others Don't by James C. Collins (Harper Collins, 2001)
- Competing for The Future by Gary Hamel, C. K. Prahalad (Harvard Business School Press, 1994)
- 7 Habits of Highly Effective People: Powerful Lessons In Personal Change by Stephen R. Covey (Simon and Shuster, 1990)

## MGT 512:  ORGANISATIONAL BEHAVIOUR

**Semester**          **: I**
**Course Code**      **: MGT 512**
**Credit**              **: 4**
**Course**            **: ORGANISATIONAL BEHAVIOUR**

**Aim**                **:**

- To Understand organizations - show how a multiplicity of perspectives can be used to make managerial action effective
- Suggest concepts, frameworks, and models for understanding organizational phenomena at the level of the individual, the group, and the organization.
- facilitate participants in reflective thinking which, while it guides you towards specific actions with respect to organizational problems, also stimulates a critical dissection of organizational reality
- stimulate reflective action, and participants will be encouraged to explore ways as to how this can be achieved in organizational contexts
- develop an understanding of the impact of people management on organizational performance
- Stimulate critical reflection on organizational psychology.

**Course Objective :** To throw light on the individual behavior, group behavior and the organizational wide behavior and how managers consider behavior as   an important tool in making decisions.

**Teaching Strategy :**Lecture Sessions will be supplemented by project based (tutorial) assignments.  Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments.

| **Study:** | Lect:**(L)** Sem/**(T)** | Library/ | Directed(**DS**) Other: | | Formal | Total |
|---|---|---|---|---|---|---|
| **Hours:** | 25          Tut: 10 | Pract: 10 | Study: 50 | 05 | Exams: 2 | 100 |

| Key Graduate Attributes | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and Cross Cultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |
| √ | √ | √ | **No** | √ | √ | √ | √ | √ |

**Course Outcomes:**

*a) Knowledge-*

- To understand a range of the theoretical understandings available in OB
- To be able to critically engage with both theoretical and practical constructions of issues and questions in OB
- To be able to reflect on individual and group behaviour in a theoretically informed way

*b) Skills-*

- Interactive: be aware of the potential impacts of various forms of interaction
- Social Participation: assess how to go about intervening in an organizational situation
- Reflective: make psychology judgements about the management of others
- Decision Making: make decisions about the appropriate use of HRM techniques
- Evaluative: recruitment and selection and performance management of employees

<u>Outline Syllabus:</u>

### UNIT I

**Introduction to OB  :** Definition of OB- levels of analysis-contributing disciplines to the understanding of OB,, OB - Contemporary application & challenges of OB, The Hawthorne Experiments & its Importance, Models of OB  - Developing a comprehensive and Holistic Model of OB, Frameworks in OB – Behavioristic, Social Learning and Cognitive frameworks, Behavioural indices-efficiency and effectiveness.

## UNIT II

**Basics in OB -** **Perception:** definition-factors affecting perception- perception process: simple & complex- selective perception-social perception-impression formation and management. **Values:** Definition- types of values- Bruce Maglino's workplace values- Emotions – Types – Universal Emotions, Emotional Intelligence, **Personality**: Definitiontheories- personality tests and measurement - personality typology- application in organization, **Anxiety** and its Management strategies.

## UNIT III

**Basics in OB – Learning.** Definition-Learning Curves and theories-Behaviourmodificationanditsorganizational application- , **Motivation -** Definition , Motivational Framework- Theories of motivation: Content theories – process theories –

Applications, **Stress –** Definition, Types and Models of Stress, Stress Mitigation Methods

## UNIT IV

**Interpersonal d y n a m i c s -** Developing interpersonal awareness-JohariWindowTransactional analysis – Types of Transactions, Games and Script Analysis, Empathyand Assertiveness, **Groups –** Definitionandclassificationofgroups , Groups Vs Teams, Group Decision making. Roles,norms,andstatus- Groupdecisionmaking-Teams-Developing highperformance teams. **Leadership -** Definition - Leaders vs. Managers, Types of Leaders, Leadershiptheories and models, **PowerandPolitics.** Definition-Basesofpowerpowertacticsandstrategies–political implicationsofpower-, Power Vs Authority, **Conflict & Its Management -** Different views of conflict - conflict process - Levels of conflict , Conflict resolution strategies.

## UNIT V

**Culture & Change Management (9 Hours)- Organizational Culture –** Definition, Types of Culture , Organizational Change and Development – Change - Definition , Models of Change, Resistance to change – How to overcome resistance.

**References**

1.      Robbins, S.P. (2019) . Essentials of Organisational Behaviour. New Delhi, Pearson education

2.      Luthans, F. (1998). Organisational Behaviour. Boston,  Mc Graw Hill

3.Manojkrishnan CG, Chandrasekar K.S, Ramanakumar KPV "Stress &amp; Stress

Management in the I.T Industry , Vijay Nicole Imprints Pvt Ltd, (2016)

4. Parikh, M. and Gupta,R. (2017). Organisational Behaviour. New Delhi, Mc Graw Hill.

5. Umasekaran  (2004). Organisational Behaviour, New Delhi, Tata Mc Graw Hill

**Additional  Reading**    www.swayam.gov.in  (
- NPTEL Courses)

-                                                MargieParikh and Rajen
- Gupta,"OrganisationalBehaviour", McGraw Hill.

    Muchinsky, PM. & Culbertson, SS. Psychology Applied To Work, Summerfield.

# MGT 513: DOMESTIC BUSINESS ENVIRONMENT AND VALUE BASED MANAGEMENT

**Semester** : I
**Course Code** : MGT 513
**Credit** : 4
**Course** : DOMESTIC BUSINESS ENVIRONMENT AND VALUE BASED MANAGEMENT

**Aim :**

- Understand Economic Environment in which Businesses function
- Understand Social Environment in which Businesses function
- Understand Cultural influences in which Businesses function

**Course Objective:** to get an exposure on the domestic business environment and recent trend.

**Teaching Strategy:** Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments.

| **Study:** | Lect:**(L)** Sem**/(T)** | Library/ | Directed(**DS**) Other: | Formal | Total |
|---|---|---|---|---|---|
| **Hours:** | 25 Tut: 10 | Pract: 10 | Study: 50    05 | Exams: 2 | 100 |

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and Cross Cultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |
|---|---|---|---|---|---|---|---|---|
| √ | √ | √ | √ | √ | √ | √ | √ | √ |

**Course Outcomes:**

*a) Knowledge-*

- to understand need and importance of various social economic and cultural environmental aspects in India.

*b) Skills-*

- Planning: To prepare an environment friendly strategyas an ingredient of business strategy
- Information:  to evaluate the effectiveness of flow of information with a given macro- system

**Outline Syllabus:**

## UNIT I

Understanding Domestic Business Environment - Concept- Significance-environmental factors- Relationship between business and environment – Inclusive growth - Rural development -The implications of economic environment to business

## UNIT II

Economic Environment- Fiscal Management – Budget and Economic Survey - Direct Taxes vs Indirect Taxes - Goods and Services Tax (GST) Concepts and Features –Customs duty- – Monetary Policy and Tools- Sectors of economy and their relative changing importance - Post Liberalization Developments

## UNIT III

Social and Cultural Environment  in which managers function- Indian social structure- Sociological  systems that have a bearing on Management - Customs-and Culture- transitions – demographic changes and Demographic Dividend - Savings and consumption habits- Business implications- Technological Environment - R & D in India- implications to business – National Knowledge Commission – Concept of BPO, KPO and LPO –   NITI AYOG-  – Capital market: SEBI, FII, investments, NBFCs- Mutual Funds- Insurance .

## UNIT IV

Ethics: Principles and characteristics of ethics - the concept of business ethics - factors affecting business ethics -importance of business ethics - advantages of business ethics,

Ethical Philosophies and theories an overview ,Ethics and Values - Values – importance - sources of value systems – types of values - loyalty and ethical behavior - values across cultures – ethics -– Features and best practices in ethics programme - creating a control system - compliance orientation Vs value orientation - code of ethics Vs code of conduct - ethics training and communication - ethics committee - functions of ethics committee - integrity , Ethics Programme - Ethics audit - ethical dilemma - understanding and resolving an ethical dilemma, Case Study.

## UNIT  V

Ethical decision making – process - ethical leadership and its importance - whistle blowing – definition – types - ethical dilemma in whistle blowing - Ethics in Indian Business Context across functional areas – Corporate Social Responsibility- Case studies.

Role of Business in Society - Value Based Management- Creative Accounting- Shared Values- Corporate Governance Norms in India-Public Policy Markets and Shared Value

**References**

1. Cherunilam ,F. (2018).   Business Environment – Text and Cases, Mumbai, Himalaya Publishing house.
2. Saleem, S. (2010). Business  Environment (2nd Ed). New Delhi,  Pearson India.
3. Mittal, V. (2011). Business Environment. New Delhi, Excel Books
4. Senthil, K. and  Senthil, R. (2006). Business Ethics and Values, Mumbai, Himalaya Publishing House.
5. Marianne, J.M. (2008). Cases in Business Ethics. New Delhi, Cengage Learning India Pvt Ltd.
6. www.swayam.gov.in

**Additional Reading**

https://www.sebi.gov.in/

Porter, R, (2013) '*Creating shared Value as Business Strategy'*
*file:///C:/Users/Dell/Desktop/CreatingShared%20Value.pdf* Meyer, H (2018)  *'Creating Shared Value' Cambridge University*
*file:///C:/Users/Dell/Desktop/specialreport-creatingsharedvalue.pdf*

# MGT 514:  ACCOUNTING FOR MANAGERS

**Semester**     **: I**
**Course Code : MGT 514**
**Credit**     **: 4**
**Course**     **: ACCOUNTING FOR MANAGERS**

**Aim**     **:**
- To introduce the student, the basics of accounting, management accounting, financial reporting etc.
- The development of the ability to understand the nature of the information presented by accountants, particularly in balance sheets, profit and loss accounts and cash flow statements.
- To know the strengths and weaknesses of accounting information as a basis for decision taking.
- To comprehend the financial performance measures used to assess the extent to which an organization reaches its objectives.

**Course Objectives:** To enable the students to independently read and analyze financial statement of an organization.

**Teaching Strategy:** Lecture Sessions will be supplemented by project based (tutorial) assignments.  Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments.

| **Study:** | Lect:(**L**) Sem/(**T**) | Library/ | Directed(**DS**) Other: | | Formal | Total |
|---|---|---|---|---|---|---|
| **Hours:** | 25    Tut: 10 | Pract: 10 | Study: 50 | 05 | Exams: 2 | 100 |

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and Cross Cultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |
|---|---|---|---|---|---|---|---|---|
| √ | √ | √ | √ | **No** | √ | √ | √ | √ |

**Course Outcomes:**

*a) Knowledge*- the terminology used in financial and

- management accounting;

- the methods used by accountants in the preparation of financial statements and reports;

- the techniques used in making financial decisions;

- the methods used to measure an organisation's financial performance the terminology used in financial and management accounting;

- the methods used by accountants in the preparation of financial statements and reports;

- the techniques used in making financial decisions; and the methods used to measure an organisation's financial performance

*b)Skills*- interpretative: the information disclosed in accounting reports, including the reports that are published by public companies in their Annual Report; the risk- return trade off

- Informative: use accounting information to assess the profitability, liquidity and capital structure of firms;

- Analytical: determine the stock market ratios that are used to judge the performance of companies that are quoted on a stock exchange;

- Planning: relevant costs that should be used in making financial decisions;

- Utilize a spreadsheet for financial calculations and analysis.

<u>**Outline Syllabus:**</u>

## UNIT I

Accounting – Branches of accounting – Financial Accounting – Importance and Functions – Book Keeping – Systems of Book Keeping- Double Entry Book Keeping - Journal – Ledger – Cash Book – Bank Reconciliation Statement- Trial Balance- Generally Accepted Accounting Principles (GAAP)- Accounting concepts and conventions.

## UNIT II

Capital and Revenue – Depreciation – Methods of charging depreciation – Final Accounts- Trading and Profit and Loss Account- Balance sheet.

## UNIT III

Management Accounting- Meaning, Definition, Nature, Objectives, Scope, Importance. Distinction between financial, cost and management accounting systems. Financial statement analysis – tools – comparative financial statements, common-size financial statements, trend analysis, Ratio Analysis – Du Pont analysis.

## UNIT IV

Funds Flow Analysis – Schedule of Changes in Working Capital – Funds Flow StatementCash Flow Analysis – Cash Flow Statement.

## UNIT V

Human Resource Accounting, Forensic Accounting, Sustainability Reporting, Responsibility Accounting – International Accounting Standards – IFRS.

## References

1.      Shukla, M.C.( 1995).Advanced Accountancy,. New Delhi, S. Chand & Co.

2.      Jain, S.P. &Narang K.L (1998). Advanced Accountancy, Luknow, Kalyani Publishers.

3.      Maheswari, S.N &Maheswari ,S.K. (2018). Financial Accounting (6th ed).New Delhi, Vikas Publications.

4.      Gupta, R.L & Gupta, V.K. (2014).  Financial Accounting. New Delhi,  Sultan Chand & Sons.

5.      www.swayam.gov.in

## Additional Reading

Jain and Narang, Financial Accounting and Analysis, Kalyani Publishers.

Khan and Jain, Accounting for Management TMH, 2001.

Walter B.Megis, Charles E.Johnson and Robert F.Megis, Accounting the basis for Business Decisions, Tata McGrawHill, 1999.

# MGT 515: MANAGERIAL ECONOMICS

**Semester** : I
**Course Code : MGT 515**
**Credit** : 4
**Course** : **MANAGERIAL ECONOMICS**

**Aim** :

- To introduce the concept of economics to potential managers
- To introduce the key economic concepts, principles and policy instruments in the context of the business environment.
- To enable the students to become effective business managers by attaining an understanding of the micro environments of business.
- To develop economic understanding of the debates related to macro-economic growth and sustainable economic development.

**Course Objective :** To make potential managers understand the influence of economics in management decision making.

**Teaching Strategy:** Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments.

| **Study:** | Lect**:(L)** Sem**/(T)** | Library/ | Directed(**DS**) Other: | Formal | Total |
|---|---|---|---|---|---|
| **Hours:** | 25    Tut: 10 | Pract: 10 | Study: 50    05 | Exams: 2 | 100 |

| **Key Graduate Attributes** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and Cross Cultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |

| √ | √ | √ | √ | √ | √ | √ | **No** | √ |
|---|---|---|---|---|---|---|---|---|

**Course Outcomes:**

a) *Knowledge*-Knowledge outcomes include familiarity with, and the ability to interpret, significant information, major issues and contemporary events in economics.

b) *Cognitive Skills*-Cognitive skills include an understanding of, and ability to apply, concepts, principles and theories in the analysis of issues and to solve uncomplicated problems. Cognitive skills are evidenced by familiarity with the major techniques of enquiry, and the ability to gather, analyses and report on qualitative and quantitative data.

**Outline Syllabus:**

### UNIT I

Definition of Managerial Economics – Decision making – Fundamental Concepts affecting Business Decisions – The Incremental Concepts, Marginal Concepts-, Equi-marginal Concept – The TimePerspective, Discounting principle, Opportunity Cost principle.

### UNIT II

Utility analysis and the demand curve – Equilibrium of the consumer, indifference curve Analysis, price effect, income effect and substitution effect – Elasticity of Demand – Demand Forecasting.

### UNIT III

The production function – Production with one variable input – Law of variable proportions – Production with two variable inputs – Production Isoquant – Iso cost lines estimating production Functions – cost concepts and Break-Even Analysis.

### UNIT IV

Market Structure – Perfect and Imperfect competition – Monopoly, Duopoly, Monopolistic Competition and Oligopoly Models. Introduction to Game Theory – Pricing Methods

## UNIT V

Indian Economy Salient Features:  National Income – Concepts – Gross Domestic Product, Gross National Product, Net National Product –Business Cycles and Contra cyclical Policies - Factors influencing International Trade and Global Business Environment - Balance of Payments – Disequilibrium, methods to correct disequilibrium- Banking and Financial Institutions In India: An Introduction

**References:**

1.  Stiglitz,J.E. and Walsh .C.E. (2006) Principles of Micro Economics. London, WW Norton.

2.  Stiglitz,J.E. and Walsh .C.E. (2006) Principles of Macro Economics. London, WW Norton

3.  Mankiv, G. (2019). Principles of Economics, Boston, Cengage Learning

4.  Hirschey, M. (2008).  Fundamentals of Managerial Economics, 8th Ed., Cincinnati, South-western College Publications.

5.  Gupta, G.S. (2018). Managerial Economics, New Delhi, Tata McGraw Hill

6.  Ricky W. G and Mike W. P. (2018). International Business, 7th Edition, New York, Pearson.

7.  Kapila, U. (2019). Indian Economy Performance And Policies 20th Edition Paperback, Gurgaon, Academic Foundation

8.  www.swayam.gov.in

**Additional Reading** http://commerce.gov.in

Business Line
Economic Times Business
Standard www.rbi.org.in
www.imf.org.in
https://in.reuters.com/

# MGT 516:  QUANTITATIVE TECHNIQUES

**Semester** : **I**
**Course Code : MGT 516**
**Credit** : **4**
**Course** : **QUANTITATIVE TECHNIQUES**

**Aim** :

- To provide an insight into the basic statistics, probability, estimations and correlations for managerial decision making
- To lay the foundations for the skills of analysis and the use of mathematical and statistical techniques to enable student to solve problems.
- To challenge trying to solve problems.
- To enable the students to comprehend quantitative methods for business.

**Course Objective:** to engender a sound "numerical common sense"; namely the skill to correctly interpret information presented in numerical form which is largely demanded by the modern business world.

**Teaching Strategy:** Lecture Sessions will be supplemented by project based (tutorial) assignments.  Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments.

| **Study:** | Lect:**(L)** Sem/**(T)** | Library/ | Directed(**DS**) Other: | Formal | Total |
|---|---|---|---|---|---|
| **Hours:** | 25     Tut: 10 | Pract: 10 | Study: 50     05 | Exams: 2 | 100 |

| **Key Graduate Attributes** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Academic and professional Knowledge** | **Communication** | **Team Work and Leadership** | **IT Literacy** | **Global Perspective and Cross Cultural Adaptability** | **Critical and Analytical thinking** | **Social Responsibility and Ethics** | **Entrepreneurship Skills** | **Life - long Learning** |
| √ | √ | √ | √ | **No** | √ | **No** | √ | √ |

**Course Outcomes:**

*a) Knowledge-*
- have a critical understanding of alternative means of presenting data
- understand the nature and use of commonly used summary statistics
- understand the use of simple statistical distributions to support decision making
- be aware of issues in the design and execution of data collection processes  be
- able to assess the quality of information provided by a sample
- understand the concepts of simple regression analysis and its use for estimation

*b)* **Skills:**

- Computer: use a spreadsheet to manipulate and study a data set and to design an appropriate presentation of key issues
- Numerical: design (and critically appraise designs for) a process for collecting data to inform decision making
- Analytical: use a spreadsheet to determine summary statistical measures and to conduct a simple regression analysis
- Investigative: Summarising data, drawing inferences
- Problem Solving: to derive, formulate and apply solutions for specific problems.Be able to integrate different concepts to solve complex mathematical problems

<u>Outline Syllabus:</u>

### UNIT I

Basic Statistics: Basic Concepts of Statistics, Charts and Diagrams, Measures of Central Tendency and Dispersion, Sampling Methods - Probability and Non-Probability Sampling, Sampling and Non-Sampling Error.

### UNIT II

Probability: Random Variable, Basic Concepts, Random Variable, Theorems: Addition, Multiplication, Conditional Probability, Baye's Theorem, Business Applications of Probability

### UNIT III

Probability Distributions: Normal, Binomial, Poisson, Exponential Distributions

### UNIT IV

Statistical Estimation: Basic Concepts, Point and Interval Estimation, Sampling Distribution, Standard Error, Testing of Hypothesis, t-test, z-test, Chi Square test, f-test, ANNOVA, MANOVA.

### UNIT V

Correlation and Regression: Simple, Partial and Multiple Correlation, Regression, Business Applications, Time Series Analysis, Software Packages SPSS, AMOS.

**References**

1.      Levin R.L. and Rubin, D.S. (2010).Statistics for Management, New York, Pearson Education (7th Ed.),

2.      Tulsian, P.C. and Pandey,V. (2004).  Quantitative Techniques. New Delhi, Pearson Education.

3.      Vora, N. D. (2006). Quantitative Techniques in Management. New Delhi, Tata Mc. Graw Hill Education.

4.      Beri, G. C. (2005). Business Statistics. New Delhi, Tata Mc. Graw Hill Education.

5.      Gupta, S.P.(2010). Statistical Methods. New Delhi, Sultan Chand & Sons.

6.      Kothari, C.R.(2004). Research Methodology (2nd Ed.),New Delhi, New Age International (P) Ltd

7..Jasrai,L.  (2020). Data analysis using SPSS, New Delhi, Sage books.

8. www.swayam.gov.in

# MGT 517: ENVIRONMENTAL MANAGEMENT

**Semester        : I**
**Course Code : MGT 517**
**Credit            : 4**
**Course          : ENVIRONMENTAL MANAGEMMENT**

**Aim            :**

- Business Planning for the Green Economy

- Strategic Environmental Management

- Sustainability as a managerial function.

- Promoting Eco-preneurship

- Strategies for risk assessment and environmental management

- To provide an understanding of issues in Environmental Management  To

- provide tools in environmental management

- to study and propose appropriate solutions to environmental degradation issues

**Course Objective:** To familiarize the student with the need and importance for environmental management, environmental policies and procedures of environmental auditing and impact assessment from a management angle.

**Teaching Strategy:** Lecture Sessions will be supplemented by project based (tutorial) assignments.  Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments.

| **Study:** | Lect**:(L)** Sem**/(T)** | Library/ | Directed(**DS**) Other: | Formal | Total |
|---|---|---|---|---|---|
| **Hours:** | 25        Tut: 10 | Pract: 10 | Study: 50        05 | Exams: 2 | 100 |

| **Key Graduate Attributes** |
|---|

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and Cross Cultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | |

| √ | √ | √ | √ | √ | √ | √ | √ | √ |
|---|---|---|---|---|---|---|---|---|

**Course Outcomes:**

a) *Knowledge*- • to understand need and importance of various environmental laws implemented in

India.

• to understand Environmental management systems, its significance and

certification procedure.

• knowledge on steps, procedures and methodologies of Environmental Impact Assessment.

b) *Skills*-

• Planning: To prepare an environment friendly strategy as an ingredient of business strategy

• Compliance: To comply with regulations and goals.

• Information: to evaluate the effectiveness of flow of information with a given system

## Outline Syllabus:

### UNIT I

Concept of Sustainable Development: 2030 Agenda for Sustainable Development- Millennium Development Goals- Environmental Management: Introduction, definition, and scope. Need for EM. Ethics and Environment, Environmental policies and programmes in India.

### UNIT II

Environment Impact on Business: Social, Economic, Political, Cultural, Legal and constitutional sub-systems of environment and their impact on Business., Environmental Regulations –Importance of Environment Protection Act, Air Act, Water Act, Wildlife Protection act and Forest conservation act. Learning Outcome:

## UNIT III

Environmental Impact Assessment (EIA): Introduction, purpose and evolution of EIA, steps involved in EIA process. -Environmental clearance procedure. EIA methodologies in brief.

Impact prediction, evaluation, and mitigation.

## UNIT IV

Environmental Auditing (EA): Introduction, objectives, and scope. Types of Environmental audits. Basic structure of EA. General steps in EA. Role of EA in industrial projects. Life Cycle Assessment (LCA) and its purpose. Procedure for LCA.

## UNIT V

Different applications of LCA. Environmental Management Systems (EMS): Significance and core elements of EMS. EMS standards – ISO 14000 – principles and structure, ISO 14001 and OHSAS 18001 certification procedure.

**References:**

1. Singh K and Shishodia A (2007) Environmental Economics- Theory and Applications Sage Text
2. Cherunilam ,F. (2018).  Business Environment – Text and Cases, Mumbai, Himalaya Publishing house.
3. Kulkarni V and Ramachandra T V,( 2009). Environmental Management, TERI Press, New Delhi
4. www.swayam.gov.in

**Additional Reading**

NPTEL material on Environmental Management – *https://nptel.ac.in/courses/120108004/* https://sustainabledevelopment.un.org/?menu=1300 https://www.un.org/millenniumgoals/ https://www.un.org/millenniumgoals/news.shtml https://niti.gov.in/verticals/sustainable-dev-goals http://www.mospi.gov.in/sustainable-development-goalssdgs

# University of Kerala

# Master of Business Administration Syllabus

# Semester 2:

## II SEMESTER:

MGT 521 EXECUTIVE BUSINESS COMMUNICATION
MGT 522 MARKETING MANAGEMENT
MGT 523 OPERATIONS RESEARCH
MGT 524 BUSINESS LAW
MGT 525 PRODUCTION AND OPERATIONS MANAGEMENT
MGT 526 RESEARCH METHODOLOGY
MGT 527 FINANCIAL MANAGEMENT
MGT 528 HUMAN RESOURCES MANAGEMENT

# MGT 521:  EXECUTIVE BUSINESS COMMUNICATION

**Semester**          **: II**
**Course Code**       **: MGT 521**
**Credit**            **: 4**
**Course**            **: EXECUTIVE BUSINESS COMMUNICATION**
**Aim**               **:**

- To provide an understanding on the various dimensions of business communication
- To foster the soft skills for effective management
- To develop reading, presentation, listening, writing skills
- To apply techniques for conveying messages to audience, master various types of graphic aids

**Course Objective:** To develop competencies include the ability to communicate effectively, orally and in writing, both for personal communication and for writing formal reports.

**Teaching Strategy:**

Lecture Sessions will be supplemented by project based (tutorial) assignments.  Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments

| **Study:** | Lect:**(L)** Sem/**(T)** | Library/ | Directed(**DS**) Other: | | Formal | Total |
|---|---|---|---|---|---|---|
| **Hours:** | 25    Tut: 10 | Pract: 10 | Study: 50 | 05 | Exams: 2 | 100 |

| **Key Graduate Attributes** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and Cross Cultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |
| √ | √ | √ | √ | √ | √ | √ | **No** | √ |

**Course Outcomes:**

### a) Knowledge-

- Cross cultural
- Ethical Values
- Report Writing
- Conducting Meetings.

### b) Skills-

- Planning: To prepare for promoting business strategy
- Communication
- Reading, Writing, Reporting,
- Listening
- Presentation
- Team
- Interactive
- Negotiation

**Outline Syllabus:**

## UNIT I

Principles of Business Communication-Types of Business Communication-Methods and Media of Communication- Process& Models of Business Communication - Barriers to Organizational Communication- Overcoming barriers and Strategies for improving Business Communication ,Types of Organizational Communication- Communication for interpersonal influences .

## UNIT II

Effective Leadership Communication - Cross Culture Communication -Negotiation with superiors, peers, other colleagues- Collective Bargaining and Negotiating with Collective Organizational Representatives, Verbal and Nonverbal Communication in business -Public Speaking Skills- Business presentations – Role of audio-visual aids and computers in oral presentations- Interviewing- Types, Art of negotiation- Listening skills - listening process, types of listening, deterrents to listening process, essentials of good listening, Mannerisms -

## UNIT III

Written communication- the mechanics of writing, Structures and methods of written communication - Letter for different kinds of situations – Enquiries-Customers' complaintsCollection letters - Sales promotion letters.- Memoranda- Directives and instructions- Notices -Reports-Memo - Agenda - Proposals -Minutes -Professional papers - Agreement documents -Press releases - Preparation of resumes.

## UNIT IV

Conducting Meetings-Procedure – Preparing agenda, minutes and resolutions-Conducting seminars and conferences- Group Discussion-Drafting Speech-Report writing - Structure of reports - Formal Reports –Technical Reports- Norms for including Exhibits & Appendices.

## UNIT V

Business Attire & Professionalism: Dressing sense, selecting the right clothing for a business wardrobe, Business style and professional image, Dress code, Guidelines for appropriate business attire, Grooming for success, Guidelines for appropriate business attire, Multicultural dressing,  Body Language at Work -  building posture, facial expressions and eye contact, gestures for effective communication. Dining Etiquette: Planning a meal, issuing invitations, How to proceed through a receiving line, seating guidelines, navigating a place setting, appropriate table manners.

**References**

1.	Courtland, B.L.and John V,T. (2005).  Business Communication Today. New Jersey, Prentice Hall International.

2.	Apai and Rhoda (2014).Principles and Practice of Business Communication, Mumbai, Sheth Publishers.

3.	Argenti P.A.Corporate Communication (6th Ed),New York, Irwin McGraw Hill.

4.	Krishna Mohan (2018).Developing Communication Skills, New Delhi, MacMillan India

5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success,

Barbara Pachter

**Additional Reading**

Guffey,M.,E. and Loewy, D. (2010). Business Communication, Cincinnati, South-Western Collage publishing.

Reader's Digest - Various Issues

# MGT 522:  MARKETING MANAGEMENT

**Semester**          : II
**Course Code**    : MGT 522
**Credit**              : 4
**Course**            : MARKETING MANAGEMENT
**Aim**                 :

- To develop the different analytical perspectives and management decision tools.
- To equip the students with the concepts of Planning, designing and implementing marketing strategy to achieve the long-term objectives that is critical for any firm in a competitive market situation.

**Course Objective:** The objective of this course is to equip the students with the concepts and practices of modern marketing and to provide the understanding of different marketing processes for an effective decision making.

**Teaching Strategy:**

Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments

| **Study:** | Lect**:(L)** Sem**/(T)** | Library/ | Directed(**DS**) Other: | | Formal | Total |
|---|---|---|---|---|---|---|
| **Hours:** | 25        Tut: 10 | Pract: 10 | Study: 50 | 05 | Exams: 2 | 100 |

| **Key Graduate Attributes** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Academic and professional Knowledge** | **Communication** | **Team Work and Leadership** | **IT Literacy** | **Global Perspective and Cross Cultural Adaptability** | **Critical and Analytical thinking** | **Social Responsibility and Ethics** | **Entrepreneurship Skills** | **Life - long Learning** |
| √ | √ | √ | **No** | √ | √ | √ | √ | √ |

**Course Outcomes:**

*a) Knowledge:*

- The students are expected to be familiar with the basic concepts and components of the marketing management and to be knowledgeable in marketing principles
- Develop skills in applying the analytic perspectives, decision tools, and concepts of marketing to decisions involving segmentation, targeting and positioning; product offering; pricing; distribution channels and marketing communications
- The students will be equipped with the concepts and practices of modern marketing and to provide the understanding of different marketing processes for an effective decision making.

*b) Skills-*

- By the end of the course the students would be able to gain the following skills: Interactive, Social Participation, Reflective, Decision Making & Evaluative.

**Outline Syllabus:**

## UNIT I

Introduction to Marketing Management: Concept - nature and importance of marketing - evolution of marketing concept - marketing environment - micro environment of marketing and macro environment of marketing – domestic marketing and international marketing - fundamentals of strategic marketing planning - marketing organization - customer lifetime value - marketing organization and control systems - organizing marketing department - marketing control techniques - annual plan control - profitability control - strategic control

## UNIT II

Consumer Behaviour: Consumer and business markets - buying roles - steps involved in buying process - factors influencing buying decision - consumer adoption process - changing pattern of consumer behaviour

## UNIT III

Marketing Research and Selecting the Target Markets: Marketing Information System and Research - demand estimation and sales forecasting - market segmentation - targeting and positioning – levels and patterns of segmentation - effective segmentation - market targeting - positioning methods and strategies

## UNIT IV

Product and Pricing Decisions: Concept of product - product line and product mix -new product development – packaging and labelling - Branding – Concepts of branding, brand types, brand equity, branding strategies- product life cycle stages and strategic marketing decisions - Services marketing - Pricing concepts, factors influencing price decisions - pricing strategies

## UNIT V

Promotion and Distribution Decisions: Promotion mix - integrated marketing communication – advertising - sales promotion - personal selling – publicity - public relations - direct marketing - distribution channels - physical distribution systems - channel intermediaries - channel management - wholesaling and retailing - retail marketing - emerging trends in marketing - social marketing – digital marketing - green marketing –Retro marketing- marketing analytics -- Current developments in Marketing, Ethics in Marketing

**References**

1. Chandrasekar K.S (2019),Marketing Management: Text & Cases, Vijaynicole imprints.
2. Kotler Philip (2016), Marketing Management, Pearson India Education.
3. Saxena, Rajan (2004) Marketing Management, Tata McGraw Hill.
4. Ramaswamy, V.S. and Namakumari S (2018), Marketing Management, Sage.

**Additional Reading**

1. Stanton, W.J, Michael Etezel and Bruce J.Walker (1997) Fundamentals of Marketing, McGraw Hill
2. Kotler, Keller, Jha & Koshy(2003) Marketing Management - A South Asian Perspective, Pearson

# MGT 523: OPERATIONS RESEARCH

**Semester** : **II**

**Course Code** : **MGT 523**

**Credit** : **4**

**Course** : **OPERATIONS RESEARCH**

**Aim** :

- To understand the meaning, purpose, and tools of Operations Research

- Explain the Applications of Operations Research to Management

**Course Objective:** Offer insights into the various operations research models and its importance in business decision

**Teaching Strategy:**

Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments

| **Study:** | Lect**:(L)** Library/ Sem/**(T)** | | Directed(**DS**) Formal Total Other: |
|---|---|---|---|
| **Hours:** | 30 Tut: 5 Pract: 10 | | Study: 50   05 Exams: 2   100 |

| **Key Graduate Attributes** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Academic and professional Knowledge** | **Communication** | **Team Work and Leadership** | **IT Literacy** | **Global Perspective and Cross Cultural Adaptability** | **Critical and Analytical thinking** | **Social Responsibility and Ethics** | **Entrepreneurship Skills** | **Life - long Learning** |
| √ | √ | √ | √ | √ | √ | √ | **No** | √ |

**Course Outcomes:**

*a) Knowledge* - • to predict and compare the outcomes of alternative decisions, strategies or controls. the application of scientific methods to improve the effectiveness of operations, decisions, and management.

- • create models and propose innovative approaches,
- • To develop scientifically based information that gives an insight into and guides decision making.

*b) Skills-*

- • Planning: To prepare an operations strategy to be an ingredient of business strategy
- • Analytical: To be equipped with linear programming, game theory, decision theory, queuing theory, inventory models and simulation

**Outline Syllabus:**

### UNIT I

Introduction to Operations Research: Objectives and Business Applications of Operations Research, Models: Introduction, Linear Programming Problem (LPP) Formulation, Graphical Method, Simplex Method, Dual LPP, Basic Concepts of Sensitivity Analysis.

### UNIT II

Transportation Models: Northwest Corner Method (NWC), Least Cost Method (LCM), Vogels Approximation Method, Assignment Model, Hungarian Method, Minimization of Cost.

### UNIT III

Network Models: Critical Path Method (CPM), Program Evaluation Review Technique (PERT), Crashing, Resource Smoothing, Resource Leveling.

### UNIT IV

Queuing Theory: M/M/1 Queue (System with Single Server), M/M/2 (System with Two Servers), Monte Carlo Simulation, Applications in Queuing and Inventory.

## UNIT V

Decision Theory: Decision Making under Risk and uncertainty, Game Theory, Decision Tree, OR, Softwares

**References**

1. Taha, H.A. (2008). Operations Research,- An Introduction. New Delhi, Pearson Education.

2. Sharma, J.K. (2017) .Operations Research - Theory and Applications, New Delhi, Macmillan.

3. Hiller, F. S. and Jliederman,G. (2017). Introduction to Operations Research, New Delhi, Tata Mc.Graw Hill

**Additional Reading**

- Swarup,K.G. and, Mamohan ,P.K. (2010).Operations Research - Principles and Practice, (10th Ed.), New Delhi, Sulthan Chand & Sons
- Mital, K.V. and Mohan C. (2004). Optimization Methods in OR System Analysis, New Delhi, New Age (P) Ltd.
- www.swayam.gov.in

# MGT 524:  BUSINESS LAW

**Semester** : II
**Course Code** : MGT 524
**Credit** : 4

**Course** : BUSINESS LAW
**Aim** :

- To enhance knowledge on regulations which are essential for business such as labour laws, sale of goods act, industrial contract act, companies act, negotiable instruments act etc.

**Course Objectives:** to provide an insight into legal aspects covering the business and its importance in management decision making

**Teaching Strategy:**

Lecture Sessions will be supplemented by project based (tutorial) assignments.  Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments

| **Study:** | Lect**:(L)** Sem**/(T)** | Library/ | Directed(**DS**) Other: | | Formal | Total |
|---|---|---|---|---|---|---|
| **Hours:** | 25      Tut: 10 | Pract: 10 | Study: 50 | 05 | Exams: 2 | 100 |

| **Key Graduate Attributes** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Academic and professional Knowledge** | **Communication** | **Team Work and Leadership** | **IT Literacy** | **Global Perspective and Cross Cultural Adaptability** | **Critical and Analytical thinking** | **Social Responsibility and Ethics** | **Entrepreneurship Skills** | **Life - long Learning** |
| √ | √ | √ | √ | √ | √ | √ | **No** | √ |

**Course Outcomes:**

*a) Knowledge-*
- Legal knowledge that enables business
- liability and contracts in the corporate sector.

*b) Skills-*
1. Analytical skills to explore business environment.
2. Communication skills which help you familiarize with legal terminology
3. collaboration skills between different departments.
4. Teamwork skills: collaborating and contributing to group projects; demonstrating leadership.
5. Problem-solving skills: showing initiative in identifying and solving problems; implementing and monitoring solutions.
6. Self-management skills: taking responsibility; building confidence in your vision; working under pressure; demonstrating resilience.

<u>Outline Syllabus:</u>

### UNIT I

**The Industrial Contract Act, 1872,** Nature and Classification of contracts - Essential elements of a valid contract - Offer and Acceptance - Consideration - Capacity of Parties - Provisions relating to free consent, void agreements - Provisions Relating to Performance and Discharge of Contracts - Quasi contracts - Breach of Contract and its remedies, Legality of Object and Consideration.

### UNIT II

**Sale of Goods Act, 1930-** Contract of sale of goods-Meaning essentials of a contract for sale - Formalities of a Contract of sale - Provisions relating to Conditions and Warranties - Provisions Relating to Transfer of Property or Ownership - Provisions Relating to performance of contract of sale - Rights of unpaid Seller -Classification of Goods, Transfer

of Property in Goods,  Rules as to delivery of Goods, Buyers right against seller and Auction Sale

## UNIT III

**The Negotiable Instruments Act, 1881,** Negotiable Instruments, Meaning, characteristics, types, parties - holder and holder in due course - Negotiation and types of endorsements, Dishonor of negotiable instruments - noting and protest - liability of Parties on negotiable instrument, Indian Partnership Act, 1932 - Important features - Formation of partnership firms, Kinds of partners - Rights and duties of partners - Dissolution of partnership

## UNIT IV

**The Companies Act, 1956** - Company definition, meaning, features and types of Companies. Incorporation of a Company - Memorandum of Association, Articles of Association and Prospectus - Share Capital - Management and Meetings - Winding up of companies, Law of Agents, Rights and Duties of Agents, Kinds of Agent, Creation and Termination of Agency, Sub Agents and Substituted Agents

## UNIT V

**Labour Laws:** Major Provisions of Industrial Disputes Act1947, Factories Act, 1948, The Trade Union Act, 1926, The minimum Wages Act, 1948, Workmen's Compensation Act, 1923, The Maternity Benefit Act 1961 , Payment of Bonus Act 1965, Payment of Wages Act 1936, Employees Provident Funds and Miscellaneous Provisions **Act**, 1952.

**References**

1. Dagar, I. and Agnihotri , A (2020).Business Law Text and Problems,New Delhi,  Sage Publications
2. Kapoor, N.D.( 2014). Elements of Mercantile Law(34$^{TH}$ Ed.),New Delhi, S.Chand& Sons.
3. Malik, P.L. (2018). A handbook of Labour and Industrial Law, Bengaluru, Eastern Book Company
4. Law for Business 19th edition, Ashcroft, Ashcroft, and Patterson, Cengage Learning, 2017, ISBN: 9781305654921.

**Additional Reading**

- S.N.Maheshwari & Maheshwari, Business Regulatory Framework, Himalaya Publishing House.2006
- S.S.Gulshan, Business Law, 2/e, Excel Books,
- 2005 Relevant BARE Acts.
- www.swayam.gov.in

# MGT 525: PRODUCTION AND OPERATIONS MANAGEMENT

**Semester** : II
**Course Code** : MGT 525
**Credit** : 4
**Course** : PRODUCTION AND OPERATIONS MANAGEMENT
**Aim** :

- To introduce the operations function, in service and manufacturing organizations

- To address key aspects of design,

- To plan and control operations

- To understand operations in a global context.

**Course Objectives:** critically analyze an organization's approaches to the design of its products, services, and processes.

**Teaching Strategy:**

Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments

| **Study:** | Lect:**(L)** Sem**/(T)** | Library/ | Directed(**DS**) Other: | | Formal Total |
|---|---|---|---|---|---|
| **Hours:** | 30 | Tut: 10 | Pract: 5 | Study: 50 | 5 | Exams: 2 | 100 |

| **Key Graduate Attributes** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and Cross Cultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |
| √ | √ | √ | √ | √ | √ | **No** | √ | √ |

**Course Outcomes:**

a) *Knowledge-* the choices and trade-offs inherent in developing an
- operations strategy.
- the nature of operations as an integrative function and the significance of information and change management.
- issues of integration of the operations with other management functions.
- the different approaches which may be taken in the design of products, services and processes.
- the appropriate techniques to employ when planning operational capacity at different levels.
- the strengths and weakness of a range of operational performance measures.

b) *Skills-*
- Planning: prepare an operations strategy which complements an organisation's business strategy
- Learning: appreciate capacity management issues and the identification of system constraints.
- Interpretative: make appropriate measures of an organisation's operational performance.
- Professional: develop quality plans and implement appropriate means of quality control.

**Outline Syllabus:**

### UNIT I

Production as an organization function - Importance of Production Function - Scope of Production and Operations Management, Types of Production Systems, Strategic Operations Management, Operations Strategies, Elements of Operations Strategy, 5 Ps of Operations.

### UNIT II

Plant location & Layout, Nature - Location Theories, Steps in Location, Location Models, Plant Layout, Factors influencing lay out, Principles of lay out, Lay out Tools and Techniques, Materials Handling, Material Handling Principles, Types, Selection and Design of Handling System.

## UNIT III

Materials Management, Vendor rating, Inventory Models, EOQ, Reorder point, EOQ with Discounts, MRP-I, MRP-II, Selective Inventory Control (SIC), Just In Time (JIT), Basics of Kanban, VMI and ERP, Work Study, Work Measurement. Quality Management, Statistical Quality Control (SQC), Total Quality Management (TQM), Kaizen, Six sigma, ISO Systems, SCM Basic Concepts.

## UNIT IV

Production /Operations Planning & Control, Role of production planning & control in Operations Management, Factors determining production planning, Aggregate Planning, Master Production Schedule, Scheduling, Loading, Routing, Product Planning for Various Production Systems, Line Balancing and sequencing, EBQ, Capacity Planning, Basics of Maintenance management, Maintenance Decisions, overview of FMS and Robotics.

## UNIT V

Logistics: Definition, History and Evolution- Objectives, Logistics Management: Definition and Evolution -Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistics Management - Model – Flow of process activities (in brief), Third party logistics provider-Fourth party Logistics providers (4 pl)- Stages-Role of logistics providers, Strategic role of Logistics Management

**References**

1.      Starr. M. K. (1972). Production Management - Systems and Synthesis, New York, Prentice Hall

2.      Pannerselvam, R. (2012). Production and Operations Management, New Delhi, Prentice Hall of India

3.      Buffa, E.S. and Sarin, R.K. (2007). Modern Production/Operations Management, New Delhi, Wiley India

4.      Gaither, N. (2002).Production and Operations Management. Cincinnati, South Western College Publications.

5.      Bedi, K. (2016). Production and Operations Management. New Delhi, Oxford University Press.

6.      David J. Bloomberg, Stephen LeMay& : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi, 2003

7.      Satish C. Ailawadi& Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005

8.      Logistics Management, Ismail Reji, Excel Book, First Edition, 2008

**Additional Reading**

- Mikell P. Groover, Automation, Production Systems, and Computer-Integrated Manufacturing, Pearson, 2007.

- Amitabh Raturi, Production and Inventory Management,SouthWesternCollege, 2008.

- Adam Jr. Ebert, Production and Operations Management, PHI Publication, 1992.

- Operations Management by William J. Stevenson. Eighth Edition, Irwin / McGrawHill, 2005.

- Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.

- www.swayam.gov.in

# MGT 526: RESEARCH METHODOLOGY

**Semester**      **: II**
**Course Code**      **: MGT 526**
**Credit**      **: 4**
**Course**      **: RESEARCH METHODOLOGY**

**Aim**      **:**

- To make managers think like researchers

- To enable students to undertake research

- To understand the research process

- To enable the research reporting.

**Course Objectives:** to teach the method of conducting high quality research from social as well as business perspective.

**Teaching Strategy:**

Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments

| **Study:** | Lect:**(L)** Sem/**(T)** | Library/ | Directed(**DS**) Other: | Formal | Total |
|---|---|---|---|---|---|
| **Hours:** | 30     Tut: 10 | Pract: 5 | Study: 50    5 | Exams: 2 | 100 |

| **Key Graduate Attributes** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Academic and professional Knowledge** | **Communication** | **Team Work and Leadership** | **IT Literacy** | **Global Perspective and Cross Cultural Adaptability** | **Critical and Analytical thinking** | **Social Responsibility and Ethics** | **Entrepreneurship Skills** | **Life - long Learning** |
| √ | √ | √ | √ | √ | √ | √ | **No** | √ |

**Course Outcomes:**

*a) Knowledge-*

- Knowledge on laws and theories that explain a phenomenon or behavior of interest
- Acquisition of knowledge using the scientific method
- Theory-building (inductive research) and Theory Testing (deductive research)
- Concepts, Constructs, and Variables
- Operational definitions
- Theorization
- Models

*b) Skills-*

- Analytical skills: Logical: Scientific inferences must be based on logical principles of reasoning.
- Problem-solving skills: Exploratory Descriptive Explanatory Self-management skills: taking responsibility; building confidence in your vision; working under pressure; demonstrating resilience

**Outline Syllabus:**

### UNIT I

Business Research: Definition, meaning, concept, nature, scope, need and managerial value, Research as the application of scientific method, Importance of research in managerial decision making; the Research Process and types of Research, Defining the Research Problem: Problem Formulation and Statement of Research Problem .

### UNIT II

Research Design: Exploratory, Descriptive, Diagnostic/ Conclusive and Experimental Research - Details and applications, Operational and administrative structure for research, Sampling and Sampling Designs.

### UNIT III

Methods & Techniques of Data Collection: Primary and Secondary Data - Meaning, Observational and other survey methods of Data collection, Development and designing of tools of data collection, Measurement scales, Measurement of attitudes, Validity and Reliability of the tools of data collection.

## UNIT IV

Fieldwork in research and data processing, Classification and Tabulation, Analysis and interpretation of Data, Testing of Hypothesis, an overview of Parametric and Non-parametric tests, Essential ideas of Multivariate analysis of data - an overview of dependence and interdependence methods , Statistical Packages - SPSS.

## UNIT V

Reporting of Research - Types of Reports - Substance of Reports - Format of Report, Presentation of Reports, – procedure of preparation of reference and bibliography.

**References**

1. Wilson, J. (2017). Essentials of Business Research, 2e, New Delhi, Sage Publications
2. Jonathan, J. (2010). Essentials of Business Research. New Delhi, SagePublications.
3. Bryman A and Bell, E. (2018) .Business Research Methods (3rd Edn.). New Delhi, Oxford University Press
4. Kothari, C.R. (2013).Research Methodology - Methods & Techniques. New Delhi, New Age international.

**Additional Reading**
1. Krishnaswami, O.R. and Ranganatham, M. (2005). Methodology of Research in Social Sciences. New Delhi, Himalaya Publishing
2. Panneerselvam, R. (2014). Research methodology, New Delhi, Prentice Hall of India
   3. www.swayam.gov.in

# MGT 527:  FINANCIAL MANAGEMENT

**Semester**           **: II**
**Course Code**      **: MGT 527**
**Credit**               **: 4**
**Course**             **: FINANCIAL MANAGEMENT**
**Aim**                 **:**

- To develop an understanding of principles of finance

- To use this understanding for decision taking purposes

- To understand financial policies of companies (capital budgeting, forms of financing etc.).

- To understand the role of financial markets ;

- To appreciate risk and uncertainty for financial decision taking

- To evaluate decision rules for investment and financing proposals;

**Course Objective:** To study various financial decision making methods and learn how to integrate such techniques in monitoring the real performance of a business organization.

**Teaching Strategy:**

Lecture Sessions will be supplemented by project based (tutorial) assignments.  Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments

| **Study:** | Lect**:(L)** Sem**/(T)** Total | Library/ | Directed(**DS**) Other: | | Formal | |
|---|---|---|---|---|---|---|
| **Hours:** | 30      Tut: 5 | Pract: 10 | Study: 50 | 5 | Exams: 2 | 100 |

| **Key Graduate Attributes** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Academic and professional Knowledge** | **Communication** | **Team Work and Leadership** | **IT Literacy** | **Global Perspective and Cross Cultural Adaptability** | **Critical and Analytical thinking** | **Social Responsibility and Ethics** | **Entrepreneurship Skills** | **Life - long Learning** |

| √ | √ | √ | √ | **No** | √ | √ | **No** | √ |
|---|---|---|---|---|---|---|---|---|

**Course Outcomes**

### a) Knowledge
- knowledge of the terms and concepts employed in
- finance;  the working and functions of the financial
- system   roles played by the key financial markets and
- institutions;

the major theoretical advances in finance over the last three decades which have a bearing on managerial practices.

### b) Skill-
- Valuation: To develop models for the valuation of securities and
- companies;  Critical: risk return tradeoff - diversification and portfolios;
- interpretative: financial institutions;
- Planning: develop a financial plan for a business; and
- Analytical: Use of spreadsheet for financial calculations and analysis.

#### Outline Syllabus:

## UNIT I

Nature and Scope of Financial Management: Meaning and Definition of Business Finance and Financial Management; Finance Functions; Objectives of Financial Management; Financial Decisions; Role and Functions of Finance Manager.

## UNIT II

Capital Structure Decisions: Internal financing, Loan financing, Alternative forms of finance. Cost of Different Sources of Capital: Concept of cost of capital, Significance of cost of capital, Computation of Component costs of capital: Cost of Debt; Cost of Preference Share Capital, Cost of Equity, Cost of Retained Earnings, Computation of Composite Cost of Capital. Theories of Capital Structure: Net Income Approach; Net Operating Income

Approach; Traditional Approach and Modigliani-Miller Approach; Concept of Optimum Capital Structure; Factors affecting Capital Structure. Operating and Financial Leverages:

Meaning of leverage, Types of Leverages; Operating, Financial and Composite Leverages.

## UNIT III

Investment decisions: Time Value of Money – Concept, Future Value of a single amount; Present Value of a single amount; Future Value of an Annuity; Present Value of an Annuity. Capital Budgeting Decisions: Concept of capital budgeting, Need, types and importance of capital investment decisions; Capital budgeting appraisal methods: Payback period method,
Net Present Value Method, Internal Rate of Return method, and Present Value Index Method

## UNIT IV

Management of Working Capital – Concept, types, importance and factors affecting working capital, Sources of working capital , Dividend Decision: Dividend Policy: Dividend and its forms, Objectives of Dividend Policy, Relevance and Irrelevance Theories of Dividend Decision: Walter's Approach; Gordon's Approach

## UNIT V

Management of Cash and Marketable Securities: Motives for Holding Cash; Objectives of Cash Management; Factors Determining Cash Needs; Basic Strategies of Cash Management; Cash Management Techniques / Processes; Marketable Securities; and Cash Management Practices in India.**Receivable Management -** Objectives; Credit Policies; Credit Terms; and Collection Policies, **Inventory Management** - Objectives; and Techniques.

**References**

1. Van Horne, J. and Wachowicz Jr., J.M. (2008). Fundamentals of Financial Management, New Delhi, Prentice Hall of India.
2. Aravind.M. (2019). Principles of Financial Management: Practice and Decisions. New Delhi, Viva Books.
3. Brealey, R., Myers, S,C., Allen, F. and Mohanty, P.  (2017).Principles of Corporate Finance. New Delhi, Tata McGraw Hill Publishing Company Ltd.

4.  Pandey I. M.. (2016) . Financial Management. New Delhi, Vikas Publishing House Pvt. Ltd

5.  Palanivelu, V.R, (2018 Revised Ed), Financial Management, S Chand & Company Ltd, New Delhi.

**Additional Reading**

●  Chandra, P. (2019). Financial Management – Theory and Practice. New Delhi, Tata McGraw Hill Publishing Company Ltd.

●  Khan M. Y., Jain P. K. (2018) .Financial Management – Text and Problems. New Delhi, Tata McGraw Hill Publishing Company Ltd.

●  www.swayam.gov.in

# MGT 528: MANAGING HUMAN RESOURCES

**Semester**       **: II**
**Course Code**    **: MGT 528**
**Credit**         **: 4**
**Course**        **: HUMAN RESOURCES MANAGEMENT**
**Aim**           **:**

- To provide you with a repertoire of concepts, which will enhance understanding of organizational events and processes
- To enable to make judgments about behavior,
- To influence organizational phenomena effectively.

**Course Objective:** To provide an understanding of modern organisations in terms of the management of people, the strategies and processes of HRM, and to provide the basis for a critical review of HRM systems and techniques.

**Teaching Strategy:**

Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments

| **Study:** | Lect**:(L)** Sem**/(T)** | Library/ | Directed(**DS**) Other: | | Formal | Total |
|---|---|---|---|---|---|---|
| **Hours:** | 25    Tut: 10 | Pract: 10 | Study: 50 | 5 | Exams: 2 | 100 |

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and Cross Cultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |
|---|---|---|---|---|---|---|---|---|
| √ | √ | √ | √ | √ | √ | √ | √ | √ |

**Course Outcomes:**

*a) Knowledge-*

- Alternative theories on how best to manage people in organisations
- Different models of HRM
- Theories and practices underlying performance management
- Contextualizing Concepts of culture, leadership, power and politics
- Decision making processes in HRM

*b) Skills-*

- Analytical: Apply suitable models and frameworks to the analysis of social situations and problems at the level of the individual, group and organisation
- Information: Be aware of the potential impacts of various forms of organizational interaction
- Social Skills: Assess how to go about
- intervening in a social situation
- Decision Enabling: make decisions about the appropriate use of HRM techniques
- Evaluation: Recruitment and selection of employees

  Learning Skills: Performance management and training and development

**Outline Syllabus:**

### UNIT I

Evolution & Growth of HRM –Significance of HRM, Definition, Scope, Functions & Objectives of HRM, Roles of HR Managers in Modern day Organizations, HRM vs. Personnel Management, HRM & Human Capital Management – Contemporary HR Practices & Challenges, Introduction to HR Analytics, HRAccounting, HR Audit, HRIS.

### UNIT II

Analysis & designing of jobs–Job Analysis – Definition, Process, Job Description vs. Specification – Job Design – Various Methods – Human Resource Planning(HRP)– Objective– factors affecting HRP – Process, Methods of Demand & Supply Forecasting– Recruitment – Definition, Methods, Process, Yield Ratio – Selection – Definition, Process & Methods, Selection Tests & its Importance – Interviews – Virtual interview–Placement

– Induction/Orientation – Transfer –  Promotion & Demotion – Definition & Types – Reasons for Demotion.  **CASE DISCUSSION**

## UNIT III

**Performance Assessment &Human Resource Development:**  Performance appraisal – Definition, Process, Methods – Past Oriented & Future Oriented – Employee Training – Definition, Importance of Training, Training Need Assessment/Identification ( TNA/TNI) – On the Job vs. Off the Job Training – Evaluation of Training – Training vs. Development –  Management Development – Definition, Process,  **CASE DISCUSSION**

## UNIT IV

**Wages & Salary Administration**: Job evaluation – Definition, Process & Methods - Qualitative & Non Qualitative Methods, Basics of compensation – Definition, Types of Compensation – Direct / Indirect, Fixed / Variable Compensation – Wages vs. Salary – Wage Determination – Wage Theories & Concepts – Minimum Wage, Fair Wage, Living Wage, Wage Determination.

## UNIT V

**Employee Relations:** Industrial Relations – Definition, Objectives of IR –  Parties to IR – TradeUnions in India –  Participative Management – Definition, Methods of WPM – Collective Bargaining – Definition, Types, Process – Employee Discipline& Grievance – Definition, Settlement of Grievance – Open Door vs. Step Ladder Technique –  Industrial Disputes – Definition – Dispute Settlement Machinery – Bipartite & Tripartite bodies in India – Employee Separation Methods - Unethical Practices in HR.Industrial Disputes act, 1947, Factories act, 1948, The Trade Union Act, 1926 - **CASE DISCUSSION**

**References**

1. Crawshaw, J., Budhwar, P., & Davis, A. (Eds.). (2017). Human resource management: Strategic and international perspectives. Sage Publications.
2. Bhattacharya Kumar Dipak (2017). HR Analytics – Understanding Theories & Applications, Sage Publications.
3. Sanghi,S. (2014). Human Resource Management. Vikas Publications.
4. Aswathappa,K. (2013). Human Resource Management 7E. Tata McGraw Hill.
5. Rao, V. S. P. (2010). Human Resource Management 3E–Text and Cases Excel Books. New Delhi.
6. Randhawa, G. (2007). Human Resource Management. Atlantic Publishers & Dist.

7. Armstrong, M. (2006). A handbook of human resource management practice. Kogan Page Publishers.

**Additional Reading**

- Industrial Disputes act, 1947, Factories act, 1948, The Trade Union Act, 1926,
- Vikalpa , Journal of the Indian Institute of Management
- Harvard Business Review
- Economic & Political Weekly
- The Effective Executive, Peter Drucker (Harper Business, 2006)

# University of Kerala

# Master of Business Administration Syllabus

# Semester 3:

## III SEMESTER:

**Core Papers**
**MGT 531 INNOVATION MANAGEMENT & ENTREPRENUERSHIP**
**MGT 532 DATA ANALYTICS**
**MGT 533 INFORMATION SYSTEMS AND CYBER SECURITY**

ELECTIVE 1
ELECTIVE 2
ELECTIVE 3
ELECTIVE 4
ELECTIVE 5

## Elective List

INTRODUCTION TO DISASTER MANAGEMENT

DISASTER PLANNING AND RISK MANAGEMENT

HUMANITARIAN LOGISTICS AND SUPPLY CHAIN MANAGEMENT

INFORMATION COMMUNICATION TECHNOLOGY

DATA ANALYTICS IN EMERGENCY MANAGEMENT

PUBLIC HEALTH & DRR

SOCIETAL DIMENSIONS OF DISASTER MANAGEMENT

# MGT 531:  INNOVATION MANAGEMENT AND ENTREPRENEURSHIP

**Semester**        **: III**
**Course Code**     **: MGT 531**
**Credit**          **: 4**
**Course**          **:  INNOVATION MANAGEMENT**

## Course Objective:

This course on Innovation Management and Entrepreneurship focusses to provide the MBA participants with adequate skills, analytical tools, perspectives, and experiences that enables  them to emerge as successful and  autonomous entrepreneurs, family-business entrepreneurs, or entrepreneurs in corporate settings. The course also focusses on innovation as a  source of gaining sustainable competitive advantage for firms around the world. Bringing sustained success year after year through innovation has become a managerial challenge. This course also focusses on the practices and processes that managers use to manage innovation effectively.

## Teaching Strategy:

Lectures supported by power point presentation, video materials, seminars during which case studies will be discusses and students will solve specific practical assignments. On-line reading materials and discussions. Face-to-face and e-Learning – working in groups on case studies; face-to face and on-line discussions; written assignments. Written feedback is given for both individual and group assignments

| **Study:** | Lect**:(L)** Sem**/(T)** | Library/ | Directed(**DS**) Other: | | Formal | Total |
|---|---|---|---|---|---|---|
| **Hours:** | 30    Tut: 5 | Pract: 10 | Study: 50 | 5 | Exams: 2 | 100 |

| **Key Graduate Attributes** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Academic and professional Knowledge** | **Communication** | **Team Work and Leadership** | **IT Literacy** | **Global Perspective and Cross Cultural Adaptability** | **Critical and Analytical thinking** | **Social Responsibility and Ethics** | **Entrepreneurship Skills** | **Life - long Learning** |
| √ | √ | √ | √ | √ | √ | √ | √ | √ |

## Course Outcomes:

*a) Knowledge-*

Upon completion of the course students will be aware of the basics in Innovation and Entrepreneurship, Steps for starting a new venture and its funding agencies, Role of Central Government and State Government in promoting Entrepreneurship Innovation policy, Types of innovations. They will be getting an overall understanding about innovation process and models describing the innovation process.

*b) Skills-*

- Interpretative
- Analytical and
- Evaluative skills

**Outline Syllabus:**

## UNIT I

Entrepreneur - meaning- importance-Qualities, nature, types, traits, culture, similarities and economic and differences between Entrepreneur and Intrapreneur. Entrepreneurship development-its importance- Role of Entrepreneurship -Entrepreneurial environment. Role of consultancy organizations in promoting Entrepreneurs-Forms of business for Entrepreneurs.

## UNIT II

Creating and starting the venture - Steps for starting a small industry - selection of types of organization , Managing, growing and ending the new venture - Preparing for the new venture launch -early management decisions Managing early growth of the new venture-new venture expansion strategies and issues - Going public - ending the venture, Venture Capital – Definition , Funding New Projects – Process – Examples for VC Firms, Issues and problems with VC Firms, International entrepreneurship opportunities.

## UNIT III

Development and Government: Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available. Women Entrepreneurs Reasons for low / no women Entrepreneurs their Role, Problems and Prospects, Corporate Entrepreneurship.

## UNIT IV

Innovation: - Definition, Need & Objectives of innovation, Types of innovation in Entrepreneurship – Sustaining, Disruptive, New Market, Integrative, Process of innovation Phases – Idea Generation, Concept, Solution and Market, Role of R&D ( RTD) in innovation , Technological innovation - its importance , Technological innovation in business – reasons for and examples, Issues in technological innovation and how to overcome, Technological change and innovation and its impact on employees in future. The innovation matrix and its components – Radically Disruptive, radically sustaining, Incrementally Disruptive & Incrementally Sustaining.

## UNIT V

Innovation projects. Methods for evaluation of innovation projects. Closed innovations. Open innovations, Theories of innovation – E.M Rogers Diffusion of Innovation (DOI) Theory and its limitations, Schumpeter's Innovation Theory of Profit, Social Innovation – Definition, Process, Importance of social innovation, Examples of social innovation, architectural **and** modular innovation.

**References**

- Tidd, J., Bessan, J. (2013) Managing Innovation: Integrating Technological, Market and Organisational Change. 5th ed., Hoboken: John Wiley & Sons
- Trott, P. (2011) Innovation Management and New Product Development. 5th Edition. FT Prentice Hall.
- Drucker, P. F. (1985) Innovation and Entrepreneurship. New York: Harper Collins Publishers, Inc.

- Vasanth Desai " Dynamics of Entrepreneurial Development and Management Himalaya Publishing House.
- Robert D.Hisrich, Michael P.Peters, " Entrepreneurship Development, Tata McGraw Hill edition.

**Additional Reading**

- Davila, T., Epstain, M and Shelton, R. (2013) Making Innovation Work: How to Manage It, Measure It, and Profit from It, Updated Edition. Pearson Education Inc. 2013.
- www.swayam.gov.in

# MGT 532:  DATA ANALYTICS

**Semester**           : III
**Course Code**        : MGT 532
**Credit**             : 4
**Course**             : DATA ANALYTICS
**Aim**                :

- To familiarize learners with the latest online technologies used in decision making
- To enable the learners, understand the importance of big data in strategic management
- To familiarize learners with various tools used in data analysis

**Course Objective:** The key objective of this **course** is to familiarize the students with most important information technologies used in manipulating, storing, and analyzing big **data**. We will examine the basic tools for statistical **analysis**, R and Python, and several machine learning algorithms.

**Teaching Strategy:**

In additional to the conventional classroom lectures, the students will be given hands on training in data analytic techniques and data analysis. Along with this the students have to submit deadline-based assignments and projects on the topics

| **Study:** | Lect**:(L)** Sem**/(T)** | Library/ | Directed(**DS**) | Lab | Formal | Total |
|---|---|---|---|---|---|---|
| **Hours:** | 20      Tut: 5 | Pract: 5 | Study: 50 | 20 | Exams: 2 | 100 |

| **Key Graduate Attributes** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Academic and professional Knowledge** | **Communication** | **Team Work and Leadership** | **IT Literacy** | **Global Perspective and Cross Cultural Adaptability** | **Critical and Analytical thinking** | **Social Responsibility and Ethics** | **Entrepreneurship Skills** | **Life - long Learning** |
| √ | √ | √ | √ | √ | √ | √ | √ | √ |

**Course Outcomes:**

*a) Knowledge*-

- A clear understanding of modern trends in online data management
- Understanding of Big Data and its relevance in formulating online business strategies
- Application of theory to practice to better decision making
- Understanding the nuances of data analysis
- Imbibing business intelligence for optimising outputs
- A holistic approach to achieving the goals and objectives of business through latest online data optimising techniques

*b) Skills*-

- Ability to interpret from the various outputs the best option suitable to address the problem at hand
- Create data sets using data analysis techniques for strategic decision making
- Ability to use Big Data using the various online tools available for effective interpretations
- Ability to understand the various algorithms used in data analytics
- Ability to create new data sets according the problem at hand

**Outline Syllabus:**

## UNIT I

Understanding Data: Types of data – Data cleaning and preparation- Information – Types of data – Structured and unstructured - Characteristics – Information systems in modern day business – Importance of Information Processing in Management

## UNIT II

Online data storage: Relevance of online data processing – Cloud computing –Cloud based services offered by Amazon, Google and IBM – E-Commerce Applications

## UNIT III

Big Data Analytics: Big Data- Characteristics and Relevance – Applications of Big Data – Data search algorithms in search engines – Digital advertisements – Recommender systems –

Customer Analytics – Compliance analytics – Fraud analytics – Operational analytics

## UNIT IV

Machine learning: Types of learning algorithms – Machine learning models – Areas of application – Business intelligence – Data gathering – Data storage and knowledge management

## UNIT V

Data Analysis: Introduction to R Programming, PYTHON, SPSS, AMOS and MS-Excel – Key data analysis techniques used in creating data sets for business –Types of analysis – Descriptive – Diagnostic – Predictive and Prescriptive

**References**

1. Maheswari A (2017) Data Analytics, McGraw Hill Educations
2. S, A.Vivek & Kumar, Rakesh S. (2019). Business Analytics: An Introduction. Kollam: SS Book Series
3. Siegel E (2013) Predictive Analytics, The Power To Predict Who Will Click, Buy, Lie Or Die R, Wiley
4. Simon P (2015)Too Big to Ignore, The Business Case for Big Data, Wiley
5. Croll A, Yoskovitz (2013), Lean Analytics, Use Data to Build a Better Startup Faster, O'Reilly Media
6. James G , Witten D, Hastie T and Tibshirani R (2013),  Introduction to Statistical Learning  with Applications in R, Springer Science and Business
7. Miles A, Huberman M and Saldana J (2018), Qualitative Data Analysis: A Methods Source Book, Sage Publications

**Additional Reading**

**Online references**

https://www.simplilearn.com/data-science-vs-big-data-vs-data-analytics-article
https://www.edureka.co/blog/what-is-data-analytics https://intellipaat.com/blog/what-is-data-analytics/ https://www.proschoolonline.com/blog/top-10-data-analytics-tools
https://cyfar.org/types-statistical-tests
https://towardsdatascience.com/statistical-tests-when-to-use-which-704557554740

# MGT 533: INFORMATION SYSTEMS AND CYBER SECURITY

**Semester**          : III
**Course Code**       : MGT 533
**Credit**            : 4
**Course**            : CYBE R SECURITY AND INFORMATION SYSTEMS

As the threat of cyber security becomes a focus for companies all around the world, this course is designed to help provide you with the skills needed to manage the challenges in the field of cyber security management. The course will enable you to gain knowledge of digital information security concepts and an understanding of how they are applied.

**Course Objective:** The objective of the course is to introduce Information Systems and also the need to learn the cyber security.

**Teaching Strategy:**

In additional to the conventional classroom lectures, the students will be given hands on training in data analytic techniques and data analysis. Along with this the students have to submit deadline-based assignments and projects on the topics

| **Study:** | Lect**:(L)** Sem**/(T)** | Library/ | Directed(**DS**) | Lab | Formal | Total |
|------------|--------------------------|----------|------------------|-----|--------|-------|
| **Hours:** | 25        Tut: 5 | Pract: 5 | Study: 50 | 15 | Exams: 2 | 100 |

| **Key Graduate Attributes** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Academic and professional Knowledge** | **Communication** | **Team Work and Leadership** | **IT Literacy** | **Global Perspective and Cross Cultural Adaptability** | **Critical and Analytical thinking** | **Social Responsibility and Ethics** | **Entrepreneurship Skills** | **Life - long Learning** |
| √ | √ | √ | √ | √ | √ | √ | √ | √ |

**Course Outcomes:**

*c) Knowledge-*

- A better understanding of cyber operations
- Attain knowledge of advanced security and privacy issues in systems
- An understanding of information systems
- Understanding of cybersecurity tools, techniques
- To develop an understanding of security issues towards new architectures

*Skills-*

- Critical Thinking
- Cognitive skills and ability to identify, analyze and articulate the importance of managing IS-related risk and security issues in organizations, and the relationship

**Outline Syllabus:**

## UNIT I

Management Information System (MIS) Concept and Role - Information Needs and Structure of MIS - Components and Structure- Organizational and Functional - information requirements by level of management activity – transaction processing systems – information support systems - role of MIS - impact of MIS - MIS as a support to the management - MIS and organizational effectiveness - System concept - MIS for a digital firm – Cyber security- A comprehensive overview of existing security vulnerabilities. Critical analysis of the stateof-the-art mitigation techniques and their pros and cons.- New cyber-attack patterns in emerging technologies.

## UNIT II

Planning & Decision Making - Concepts in planning and control, Decision making and information systems - systems for decision support - Executive Support Systems (ESS) - Group Decision Support Systems (GDSS) - the process of developing DSS - individual and organizational model - - knowledge management- enterprise-wide knowledge management systems - knowledge work systems - intelligent techniques - Knowledge

Based Expert Systems (KBES) - Enterprise Resource Planning – Cloud based Decision support Decision Making -Executive Information Systems -

## UNIT III

Information System for Control - System Analysis - System Design and Development - Data Base and Data Base Management Systems Databases and Information Management - - database models - capabilities of DBMS - RDBMS - using databases to improve business performance and decision making – client-server architecture. – Computer Based Management Information System • Computer Networking and Communication Technology -

Big Data Analytics and Cloud Computing - Information Systems for Managerial Decisions – The Future Cyber Security and its problems-Intervention Strategies:- Introduction to the Legal Perspectives of Cybercrimes and Cyber security, Cybercrime and the Legal Landscape, The Indian IT Act, - Cybercrime and Punishment, Cyber law.

## UNIT IV

Systems development models - prototype approach – classical SDLC approach - structured system design - system development process - tools and techniques of system design - data flow diagram - data structure - system implementation success and failure - quality control of information system - introduction to emerging technologies

## UNIT V

Securing Information Systems - System vulnerability and abuse - wireless security challenges - malicious software - hackers and cyber vandalism - computer crime and cyber terrorism - business values of security and control - firewalls – intrusion - detection systems - antivirus software - securing wireless networks - encryption and public key infrastructure – ensuring system availability - security issues for cloud computing and the mobile digital platform

**References**

- Biswas, ,Jaytilak (2020) Management Information Systems: Sage Texts
- Jawadekar, Waman S (2013) Management Information Systems: A Global Digital Enterprise Perspective, McGraw Hill Education (India) Private Limited

- Laudon Kenneth C. & Laudon Jane P. (2012)  Management Information System, Pearson Education

    - Belapure Sunit and Godbole Nina,(2011)  Cyber Security: Understanding Cyber Crimes, Computer

- Forensics And Legal Perspectives, Wiley India Pvt. Ltd,

- Grady Mark F, Parisi,, Fransesco  (2005) "The Law and Economics of Cyber Security", Cambridge

- University Press,

- O'Brien, James A Marakas George M and Behl Ramesh (2009) Management Information Systems,. Tata McGraw Hill Education Private Limited.

**Additional Reading**

**Online references**

- **www.swayam.gov.in**

- https://www.csis.org/news/cybersecurity-agenda-45th-president

- Jaccard, Julian Jang and  Nepal, Surya (2014)  A survey of emerging threats in cybersecurity *Journal of Computer and System Sciences* 80 (5) 973-993

# MGT DM 01- INTRODUCTION TO DISASTER MANAGEMENT

| | |
|---|---|
| **Semester: III** | **CODE: MGT DM 01** |
| **Module title: Introduction to Disaster Management** | **Module Type:** Single |
| **Credit:  3** | |

**Module Aim(s):**

The course is intended to provide a general insight on the dimensions of disaster management including natural and anthropogenic hazards, management process and the vulnerability profile of countries through different case studies.

### Course Objectives

- To develop an understanding about the disaster and its mitigation measures
- To understand how the disaster management cycle performs through its various stages
- To understand the vulnerability of India towards various natural and anthropogenic hazards.

| **Teaching Strategy** | Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments. |
|---|---|

**Hour Distribution**

| Study: | Lect:(L) | Sem/(T) | Library | Directed(DS) | Other:(Comp.lab) | Formal | Total |
|---|---|---|---|---|---|---|---|
| Hours: | 30 | Tut: 5 | Pract: 10 | Study: 50 | Computer lab: 5 | Exams: 2 | 100 |

**Course Outcomes:**

| *Knowledge* | <ul><li>Acquire a working knowledge of different types of disasters and the terminologies associated with them.</li><li>Acquire an understanding of the natural and anthropogenic hazards based on the nature of the threats.</li></ul> |
|---|---|

| *Skills* | <ul><li>Ability to understand the preventative measures taken during a disaster and the process associated with the early warning system.</li><li>Identify and evaluate the different phases of the disaster management cycle, as well as the processes that are involved in each phase.</li></ul> |
|---|---|
| **General Competencies** | Ability to identify the susceptibility to the many different types of natural disasters that may strike as well as the mechanisms that contribute to resilience. |

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and CrossCultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |
|---|---|---|---|---|---|---|---|---|
| Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

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### UNIT DETAILS

### UNIT – 1

**Terminologies and Basic concepts**
Hazard and Disaster, Vulnerability,  Risk - Extensive & Intensive, Crichton's Risk Triangle, Emergency, Resilience, Exposure, Capacity building, Coping Capacity, Adaptation, Conflict and peace building, Calamity, Contingency Planning,  Disaster Risk Reduction, Disaster Risk Management, Preparedness, Prevention, Mitigation, Response, Recovery & Rehabilitation, Climate Change, Environmental Degradation and iImpact Assessment, Early warning systems and dissemination, Sustainable development. Scope of Disaster Management.

### UNIT - II

**Types of Disasters -** Disaster concept, Natural disasters - Geological origin, Meteorological origin, Biological origin, human-induced disasters, Chemical, Industrial, Oilspills/Fires, Nuclear, Transportation accidents, Man animal conflict, Cyber crimes

| UNIT III |
|---|
| **Hazard Science & Management-** Causes - Characteristics - Warning Systems - Mitigation Techniques - Response - of Natural Hazards and Technological Hazards. |

| UNIT IV |
|---|
| **Disaster Management Process-** Disaster Management Cycle, Pre Disaster Phase - Prevention & Mitigation, Preparedness, Early Warning and Impacts, Disaster Phase- Response, Post disaster Phase- Recovery, Rehabilitation, Reconstruction and Development, Institutional Mechanisms, Risk Informed Governance, Disaster Management financial mechanisms. |

| UNIT V |
|---|
| **Disaster Management Global case studies -** Physiography & Vulnerability profile of India, Historical perspectives of specific disasters - case studies. |

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**References:**

- Coppola, D. P. (2020). Introduction to International Disaster Management. Netherlands: Elsevier Science.
- Dahlberg, R., Rubin, O. (2017). A Dictionary of Disaster Management. United Kingdom: OUP Oxford.
- Blaikie, P. M., Cannon, T., Davis, I., Wisner, B. (2004). At Risk: Natural Hazards, People's Vulnerability and Disasters. United Kingdom: Routledge.
- Alexander, D. (2018). Natural Disasters. United Kingdom: Taylor & Francis.
- Kapur, A. (2010). Vulnerable India: A Geographical Study of Disasters. India: SAGE Publications.
- Pandey, R. K. (2020). Disaster Management in India. India: SAGE Publications, Incorporated.

**Additional Reading:**
- 2009 UNISDR terminology on disaster risk reduction. (n.d.). UNDRR. https://www.undrr.org/publication/2009-unisdr-terminology-disaster-risk-reduction
- Disaster Management. (n.d.). (n.p.): Vikas Publishing House.
- Dagur OS Disaster Management: An Appraisal of Institutional Mechanisms in India Center for Land Welfare Studies.
- https://www.ipcc.ch/site/assets/uploads/2018/02/WGIIAR5-Chap24_FINAL.pdf

# MGT DM 02- DISASTER PLANNING AND RISK MANAGEMENT

| Semester: III | CODE: MGT DM 02 |
|---|---|
| Module title: Disaster Planning and Risk Management | Module Type: Single |
| Credit:  3 | |

**Module Aim(s):**

The students will be given the opportunity to learn and investigate the processes of hazard, vulnerability, and risk assessment, as well as the functionality of Disaster Management plans at various levels as part of this course.

### Course Objectives

- To understand the various tools used in hazard, vulnerability and risk analysis.
- To understand the need of HVRA.
- To analyse the DM plan at various levels.

| Teaching Strategy | Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments. |
|---|---|

**Hour Distribution**

| Study: | Lect:(L) | Sem/(T) | Library | Directed(DS) | Other:(Comp.lab) | Formal | Total |
|---|---|---|---|---|---|---|---|
| Hours: | 30 | Tut: 5 | Pract: 10 | Study: 50 | Computer lab: 5 | Exams: 2 | 100 |

**Course Outcomes:**

| *Knowledge* | - Gain an understanding of the process of risk analysis, as well as how it relates to the management of risks and the overall handling of emergencies.<br>- Gain an understanding of the qualitative and quantitative approaches utilised in the HVRA process. |
|---|---|
| *Skills* | - Learn how to evaluate a region's vulnerability to the different types of natural disasters and its ability to cope with them.<br>- Utilizing a variety of risk assessment tools will allow students to gain an understanding of the risk and the potential level of damage it could cause. |

| General Competencies | Ability to evaluate disaster risk, develop DRM plans, and put those plans into action. |
|---|---|

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and CrossCultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |
|---|---|---|---|---|---|---|---|---|
| Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

## UNIT DETAILS

### UNIT – 1

**Hazard Analysis and Tools-** Key concepts and processes of hazard assessments, tools, data requirements for the various types of hazards, sources of data, process for implementation and outputs, frequency-magnitude relationships, hazard susceptibility mapping, Fault Tree Analysis, Event Tree Analysis

### UNIT - II

**Vulnerability and Capacity Analysis and Tools-** Understanding Vulnerability, Intrinsic and Specific Vulnerability, Vulnerability and Capacity, Physical/Material Vulnerability and Capacity, Social/Organisational Vulnerability and Capacity, Motivational/Attitudinal Vulnerability and Capacity, Vulnerability Analysis, Vulnerability and its definition, Hazard Vulnerability Assessment (HVA), vulnerability assessment processes, Vulnerability Curve, Making inventory & Assessing the vulnerability of elements at risk, Tangible and Intangible Vulnerable Elements.

### UNIT III

**Risk Analysis & Tools-** Disaster Risk and Damage potential, Concept of Risk -Historical Progression of Risk, Rationale of Risk, Elements at Risk, Requirements in Risk Assessment, Societal Risk Management-Risk Management Components, Perception of Risk- Role of the Media, Acceptable Risk -Risk Estimation, Role of Risk transfer and insurance in DRM. Quantitative - Qualitative - Semi Quantitative Methods, Risk Metrics, Case studies., Risk evaluation; risk governance; risk communication; cost-benefit analysis, Risk Informed Development Planning, Loss estimation models

### UNIT IV
**Multi Hazard Vulnerability Risk Assessment -** Exercises - Quantitative Methods/Qualitative Methods/ Semi-Quantitative Methods

## UNIT V

**Disaster Management Plans-** Overview of various types of disaster management plans, National - State - District and Local Levels, Disaster Risk Management (DRM) plan – Preparing Hazard-Vulnerability profile; Stakeholder analysis; SOPs; Hazard Specific Contingency Plans, Implementing DRM plan, Division of Roles and responsibilities as per DRM plan, Resource mobilisation.

.

**References:**

- VULNERABILITY ANALYSIS AND RISK ASSESSMENT. (n.d.). In Understanding Disaster Management.
- Hyatt, N. (2018). Guidelines for Process Hazards Analysis (PHA, HAZOP), Hazards Identification, and Risk Analysis. United Kingdom: CRC Press.
- Lyon, B. K., Popov, G., Hollcroft, B. D. (2022). Risk Assessment: A Practical Guide to Assessing Operational Risks. United Kingdom: Wiley.
- Ostrom, L. T., Wilhelmsen, C. A. (2019). Risk Assessment: Tools, Techniques, and Their Applications. United States: Wiley.


**Additional Reading :**

- Engineering Geomorphology- Theory and Practice , P. G. Fookes, E. Mark Lee, Dr. James S. Griffiths · 2007.
- Disaster Management: Planning, Response and Recovery. (2020). United States: CALLISTO REFERENCE.
- Disaster Risk Management Plans: National Guidelines. (2020). Malawi: Ministry of Disaster Management Affairs and Public Events.

# MGT DM 03- HUMANITARIAN LOGISTICS AND SUPPLY CHAIN MANAGEMENT

| | |
|---|---|
| **Semester: III** | **CODE: MGT DM 03** |
| **Module title: Humanitarian Logistics and Supply Chain Management** | **Module Type:** Single |
| **Credit: 3** | |

| | |
|---|---|
| **Module Aim(s):** | |

The main aim of this study is to understand the concept of humanitarian assistance, its origin, development, components, code of conduct,the global standards, technological innovation in the humanitarian sector and also to analyse the business sector and disaster.

### Course Objectives

- In this course the students will learn about the role of humanitarian aid in disasters from basics to the international standards and the code of conduct.
- The students will get to know about the role of technology in humanitarian assistance.
- The course also focuses on the business sector and disaster risk reduction.

| | |
|---|---|
| **Teaching Strategy** | Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments. |

**Hour Distribution**

| Study: | Lect:(L) | Sem/(T) | Library | Directed(DS) | Other:(Comp.lab) | Formal | Total |
|---|---|---|---|---|---|---|---|
| Hours: | 30 | Tut: 5 | Pract: 10 | Study: 50 | Computer lab: 5 | Exams: 2 | 100 |

**Course Outcomes:**

| | |
|---|---|
| *Knowledge* | <ul><li>Understanding the concepts of humanitarian logistics and supply chain management</li><li>Acquire the knowledge of application of technology and social network in humanitarian assistance.</li></ul> |
| *Skills* | <ul><li>Apply various principles and standards of disaster relief operations.</li><li>Integrate theory and field work experience in humanitarian supply chain.</li></ul> |

| General Competencies | Get to know the impact of business,threat, risk and the analysis of the business sector and disaster. |
|---|---|

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and CrossCultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |
|---|---|---|---|---|---|---|---|---|
| Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

| UNIT DETAILS |
|---|

### UNIT – 1

**Humanitarian assistance during large scale disasters-** The concept of humanitarian aid, origin and development of humanitarian aid, humanitarian programme cycle, delivery of humanitarian aid, characteristics of the humanitarian supply chain, key building slabs of humanitarian logistics - human resources, knowledge management, information management, coordination, logistics, financial resources, and community, last mile distribution in humanitarian relief, contemporary humanitarian emergencies.

### UNIT - II

**Global humanitarian standards and benchmarks-** The need of unified standards, The Sphere project, the humanitarian charter, protection principles, core standards, Minimum Standards - Water Supply, Sanitation and Hygiene Promotion, Food security and nutrition, Minimum standards in shelter settlement and non- food items, Minimum standards in health action, HAP services and activities, HAP benchmarks, international disaster response law.

### UNIT III

**The Code of Conduct for humanitarian sector-** Principles of conduct for the international red cross and red crescent movement and NGOs in Disaster Response Programmes, recommendations to the governments of disaster affected countries, Recommendations to inter-governmental organizations.

### UNIT IV

**Technology and humanitarian aid-** Digital humanitarian networking, crowdsourcing maps, use of social media in humanitarian logistics, use of artificial intelligence, concept of digital humanitarianism,

leveraging UAVs for emergency operation management, humanitarian logistics software, Helios On-Demand - Tactical Visibility for the Humanitarian Supply Chain, Web-based humanitarian logistics, LOGISTIX, kobo tool.

## UNIT V

**Business sector and disasters-** Strategic- financial- operational and reputational risk, business continuity planning- concepts and process, business impact analysis, threat and risk analysis, standards in business continuity planning, public private partnership in risk reduction, business sector and disaster risk reduction-practices and case studies, corporate social responsibility and disaster risk reduction.

.

**References:**

- Humanitarian Charter and Minimum Standards in Humanitarian Assistance, Sphere Project, 2011.
- Humanitarian Charter and Minimum Standards in Humanitarian Assistance, Sphere Project, 2018.
- Krajeswki & Ritzman. "Operation Management Strategy & Analysis", Prentice Hall of India.
- -Sahay B.S, Sumeet -G and Vinod- C M- Editors (2016), Managing Humanitarian Logistics, Springer
- Technology For Humanitarian Action (International Humanitarian Affairs) , Kevin M. Cahill M.D. (Editor), Fordham University Press, 2014.
- The 2010 HAP Standardin Accountability and Quality Management available at https://reliefweb.int/sites/reliefweb.int/files/resources/260222E062A32EF085257829005BD6FE-Full_report.pdf

**Additional Reading :**

- Vasileios Z, Soumia I, Ioannis M-Editors (2013), Humanitarian and Relief Logistics, Springer
- Yuri M, Galina M, Miquel A and Antoni G – Editors (2009), Simulation-Based Case Studies in Logistics Education and Applied Research, Springer

# MGT DM 04- INFORMATION COMMUNICATION TECHNOLOGY

| | |
|---|---|
| **Semester: III** | **CODE: MGT DM 04** |
| **Module title: Information Communication Technology** | **Module Type:** Single |
| **Credit: 3** | |

**Module Aim(s):**

The focus of the course is on the application of remote sensing and geographic information systems (GIS) in the prediction and modelling of natural disasters, as well as the role that information technology plays in disaster management.

**Course Objectives**

- To gain a better understanding of the computer network and the threats that are associated with it.
- To map the areas most likely to be affected by natural disasters using geographic information systems and remote sensing technology.
- To be used with the new technologies that are coming out in disaster management, and how they can be used to warn about disasters and model them.

| **Teaching Strategy** | Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments. |
|---|---|

**Hour Distribution**

| Study: | Lect:(L) | Sem/(T) | Library | Directed(DS) | Other:(Comp.lab) | Formal | Total |
|---|---|---|---|---|---|---|---|
| Hours: | 30 | Tut: 5 | Pract: 10 | Study: 50 | Computer lab: 5 | Exams: 2 | 100 |

**Course Outcomes:**

| *Knowledge* | <ul><li>To gain an understanding of computer networks, the many different types of computer networks, and the risks that are associated with computer networking.</li><li>To gain an understanding of the current and upcoming disaster management trends and technologies.</li></ul> |
|---|---|

| Skills | <ul><li>Ability to work with remote sensing tools, geographic information systems (GIS), and the various communication technologies.</li><li>To model specific disasters and to establish a warning system at multiple levels.</li></ul> |
|---|---|
| **General Competencies** | To acquire a working knowledge of how the GIS, Remote Sensing applications can be put to use in real-world situations. |

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and CrossCultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |
|---|---|---|---|---|---|---|---|---|
| Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

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## UNIT DETAILS

### UNIT – 1

**IT & Computer Networks-** Information Technology, Role of Information Technology in Disaster management,  Computer Network: Types of Computer Network: LAN, WAN, Service Provider Networks, Cloud Networks.Types of Computer Networking design, Network Topology and its type, Role of Computer Networking in Disaster management, Cyber security, Wireless Technology- A Brief History, Importance of Wireless Technology in Disaster Management, Types of Wireless Networks: Wireless LAN, Wireless MAN, Wireless PAN & Wireless WAN, HAM Radio, VHF - UHF - HF Connectiotions, Cellular Phone, V-SAT, Satellites in communication, Satellite phones.

### UNIT - II

**Remote Sensing and GIS-** Remote sensing: Definition, Physical basics of Remote sensing,Types of Remote Sensing, History of Remote Sensing, Platforms, Sensors & its types, Satellites, Data Analysis Interpretation,classification – unsupervised and supervised classification, Geographical Information System: Definition, Data types: Raster & Vector, Global Positioning System (GPS): Definition & application, Remote Sensing and Geographical Information System in Disaster Management. QGIS, Google Earthengine.

| UNIT III |
|---|
| **Warning systems and modelling of Disaster Management-** Modelling Concepts, Casual and Statistical Modelling, Steps in Model developing, Importance of Model developing, Forward Modelling and Inverse Modelling,Tsunami propagation, Storm surge & cyclone modelling,Landslide modelling,Flood & drought hydrodynamic modelling, Early Warning System of Disaster Management. |

| UNIT IV |
|---|
| **New and Emerging Technology Applications in Disaster Management-** Artificial Intelligence and Predictive analysis, Mobile Applications, Chat Boards and Social Media, Digital Cash Transfers, Crisis Maps and Dashboards, Biometrics and Digital ID, UAVs,Block Chains, IOT, 3D Printing, KoBo Toolbox, Crowdsourcing. |

| UNIT V |
|---|
| **Exercises** |

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**References:**

- "Computer Networks: A Systemic Approach" Larry L. Peterson, Bruce S. Davie., 2021.ISBN: 9780128182017, 0128182016
- "Wireless Networking: Introduction to Bluetooth and Wi.Fi" Golden Colbach (Editor) 2017.
- "Wireless Networks: The Definitive Guide" Matthew Gast(Editor) 2002. ISBN: 9781449319526, 1449319521
- "The HAM Radio Handbook", Donald L. Stoner, W6TNS.
- Burrough, P.A. (2007) Principles of Geographical Information system. Oxford University Press USA, pp 193
- George Joseph (2005) Fundamentals of Remote Sensing 2nd Edition, Universities Press (India) Ltd, Hyderabad, pp 471
- Lo C.P. and Albert K.W. Young (2009) Concepts and Techniques of Geographic Information Systems, 2nd Edition, PHI Learning Pvt. Ltd., New Delhi, pp 532
- Thomas Lillisand, Ralph W. Kiefer, and Jonathan Chipman (2007) Remote Sensing and Image Interpretation Wiley India, pp 756
- Deaton and Wine Brake, "Dynamic Modeling of Environmental Systems", Wiley & Sons, 2002.
- J.L.Schnoor, Environmental Modeling Fate and Transport of Pollutants in Water, Air and Soil, John Wiley & Sons Inc., New York, 1996.
- Wenjuan Sun · Paolo Bocchini · 4 Brian D. Davison., " Application of Artificial Intelligence for Disaster Management".
- "Artificial Intelligence: A Modern Approach", Russel 2003. ISBN: 9788177583670, 8177583670

**Additional Reading :**

- "Python Data Science Handbook Essential Tools for Working with Data" Jake VanderPlas, 2016. ISBN: 9781491912133, 1491912138
- Michael J. Crawley, Statistics : An Introduction Using R, WILEY, Second Edition, 2015.
- Garrett Grolemund ,Hands-on programming with R, O'Reilley, 1st Edition, 2014
- Jared Lander , R for everyone, Pearson, 1st Edition, 2014

- Seema Acharya, Data Analytics using R , McGraw Hill Publications
- Nina Zumel, John Mount, Practical Data Science with R, Manning Publications

# MGT DM 05- DATA ANALYTICS IN EMERGENCY MANAGEMENT

| Semester: III | CODE: MGT DM 05 |
|---|---|
| Module title: Data Analytics in Emergency Management | Module Type: Single |
| Credit: 3 | |

**Module Aim(s):**

The aim of this course is to study about the database technology, data analysis, data analysis tools and methods, additionally get to know the help of data analysis methods in disaster management.

### Course Objectives

- The students will learn about the use of data analysis tools, methods such as machine learning, artificial intelligence, and R- programme.
- Understand python, SQL, numpy and also regression, correlation, distribution and interpretation also.

| Teaching Strategy | Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments. |
|---|---|

**Hour Distribution**

| Study: | Lect:(L) | Sem/(T) | Library | Directed(DS) | Other:(Comp.lab) | Formal | Total |
|---|---|---|---|---|---|---|---|
| Hours: | 30 | Tut: 5 | Pract: 10 | Study: 50 | Computer lab: 5 | Exams: 2 | 100 |

**Course Outcomes:**

| *Knowledge* | <ul><li>Understand the statistical methods used for data analysis, types of data and data analysis, and models used for data analysis.</li><li>Understand machine learning, classification, models and Significance of Machine Learning in Disaster Management.</li></ul> |
|---|---|
| *Skills* | <ul><li>Understand the technologies used for data analysis such as SQL, python etc. and also know about database systems.</li><li>Understand the R programme used for data analysis, CART, k mean clustering and SVM.</li></ul> |

| General Competencies | Understand data science, Artificial intelligence and its types, techniques and role of AI in disaster management. |
|---|---|

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and CrossCultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life-long Learning |
|---|---|---|---|---|---|---|---|---|
| Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

## UNIT DETAILS

### UNIT – 1

**Introduction to Data Analysis:** Research/Evaluation Design - Data Collection Methods – Probability Distribution – Concepts of Estimation - Introduction to Data Analysis -Types of Data- Data Measurements - Descriptive Statistics – Concepts of Sampling and Distribution – Testing of Hypothesis - Dispersion, Display of data- frequency tables, charts and graphs- Sampling and Sampling errors - Cross-tabulation and Correlation -Regression Analysis - Multiple regression model - Survival analysis - Life tables , Kaplan-Meier, Cox Regression,  Communication of results - Critical Issues to note on data analysis during report writing.

### UNIT - II

**Database Technology:** Introduction to Database Systems - Database Languages - Architecture - Data Models, SQL, XML, NoSQL, Python - Structure , Sequences, Mapping and SETs, Dictionaries, Classes, "re" Module , NumPy - Indexing, Sorting -  Array - Pandas , Pivot Tables, Matplotlib.
Exercises

### UNIT III

**R- Programming:** Exercises : R programming for data analysis - Linear Regression and Interpretation,Logistic Regression and Interpretation, CART, Random Forest, Text Data Classification, Time Series Analytics, k-Means clustering, Demonstration of SVM, Naive Bayes

### UNIT IV

**Machine Learning:** Introduction to Machine Learning, Classification - Regression - Unsupervised & Supervised, Learning Class, Deep Learning Models,  Parametric Methods,  Dimensionality Reduction, Principal Component Analysis, Cluster Analysis, Significance of Machine Learning in Disaster Management.
Case Studies in Disaster Risk Management :

**UNIT V**

**Management Information System- Artificial Intelligence:** Artificial Intelligence:, Definition, Life cycle of Data Science, Purpose of Data Science, Types: Artificial Narrow Intelligence(ANI), Artificial General Intelligence(AGI), Artificial Super Intelligence(ASI), Purpose of Artificial Intelligence, AI Problems, AI Techniques, A*A Algorithms, AO* Algorithm, LISP, Prolog, Syntax & Semantics of FOPL, Fuzzy Logic, Fuzzy Sets, Fuzzy Logic Control, Artificial Intelligence and Data Science in Disaster Management, Big Data Analysis, Role of AI in Disaster Management

.

**References:**

- "Computer Networks: A Systemic Approach" Larry L. Peterson, Bruce S. Davie., 2021.ISBN: 9780128182017, 0128182016
- "Wireless Networking: Introduction to Bluetooth and Wi.Fi" Golden Colbach (Editor) 2017.
- "Wireless Networks: The Definitive Guide" Matthew Gast(Editor) 2002.
- ISBN: 9781449319526, 1449319521" The HAM Radio Handbook", Donald L. Stoner, W6TNS.
- Burrough, P.A. (2007) Principles of Geographical Information system. Oxford University Press USA, pp 193
- George Joseph (2005) Fundamentals of Remote Sensing 2nd Edition, Universities Press (India) Ltd, Hyderabad, pp 471
- Lo C.P. and Albert K.W. Young (2009) Concepts and Techniques of Geographic Information Systems, 2nd Edition, PHI Learning Pvt. Ltd., New Delhi, pp 532
- Thomas Lillisand, Ralph W. Kiefer, and Jonathan Chipman (2007) Remote Sensing and Image Interpretation Wiley India, pp 756
- Deaton and Wine Brake, "Dynamic Modeling of Environmental Systems", Wiley & Sons, 2002.
- J.L.Schnoor, Environmental Modeling Fate and Transport of Pollutants in Water, Air and Soil, John Wiley & Sons Inc., New York, 1996.
- Wenjuan Sun · Paolo Bocchini · 4 Brian D. Davison., " Application of Artificial Intelligence for Disaster Management".
- "Artificial Intelligence: A Modern Approach", Russel 2003. ISBN: 9788177583670, 8177583670
- "Python Data Science Handbook Essential Tools for Working with Data" Jake VanderPlas, 2016. ISBN: 9781491912133, 1491912138
- Michael J. Crawley, Statistics : An Introduction Using R, WILEY, Second Edition, 2015.
- Garrett Grolemund ,Hands-on programming with R, O'Reilley, 1st Edition, 2014
- Jared Lander , R for everyone, Pearson, 1st Edition, 2014
- Seema Acharya, Data Analytics using R , McGraw Hill Publications
- Nina Zumel, John Mount, Practical Data Science with R, Manning Publications

- Joel Grus (2016) Data Science from Scratch First Principles with Python, O'Reilly Media. 2. T.R.Padmanabhan(2016) Programming with Python, Springer Publications.
- Majumdar, A. K., &Bhattacharyya, P. (1996). Database Management Systems. McGrawHill.
- Jake Vander Plas ,Python Data Science Handbook – Essential Tools for Working with Data, O'Reilly Media,Inc, 2016
- Zhang.Y. , An Introduction to Python and Computer Programming, Springer Publications, 2016
- Wes McKinney, (2017) Python for Data Analysis: Data Wrangling with Pandas, NumPy, and Ipython, 2nd Edition, O'Reilly Media.
- Haslwanter, T.(2015) An Introduction to Statistics with Python, Springer
- E. Alpaydin (2014) Introduction to Machine Learning, 3rd Edition, MIT Press.
- Frank Kane (2012) Data Science and Machine Learning. Manning Publications.
- C.M.Bishop, Pattern Recognition and Machine Learning, Springer.
- T. Hastie, R. Tibshirani and J. Friedman (2016) The Elements of Statistical Learning: Data Mining, Inference and Prediction, Springer, 2nd Edition,2009.
- Alex Berson & Stephen J. Smith ( 1997) Data Warehousing, Data Mining & OLAP Computing, Mc Graw Hill
- Data Mining Techniques: A.K. Pujari, Universities Press, 2001

**Additional Readings**

- Mastering Data Mining: M. Berry and G. Linoff, John Wiley & Sons., 2000.
- George F Luger (2016) Artificial Intelligence, Pearson Education Publications
- Elaine Rich and Knight (2017) Artificial Intelligence, Mcgraw-Hill Publications
- Patterson, D.W.(2005) Introduction to Artificial Intelligence & Expert Systems, PHI
- Weiss.G, (2000) Multi Agent Systems- A Modern Approach to Distributed Artificial Intelligence, MIT Press.
- Russell S. and Norvig, P.(2010) Artificial Intelligence : A modern Approach, Printice Hall

# MGT DM 06- PUBLIC HEALTH & DRR

| Semester: III | CODE: MGT DM 06 |
|---|---|
| Module title: Public Health and DRR | Module Type: Single |
| Credit: 3 | |

**Module Aim(s):**

The primary goal of the study is to familiarise attendees with the ideas of public health, the function of medical services during and after disasters, and disaster epidemiology.

### Course Objectives

- To understand the public health aspect and its response cycle during a disaster,
- To understand the use of emergency medical service through various case studies globally
- To understand occupational health and safety practices.

| Teaching Strategy | Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments. |
|---|---|

**Hour Distribution**

| Study: | Lect:(L) | Sem/(T) | Library | Directed(DS) | Other:(Comp.lab) | Formal | Total |
|---|---|---|---|---|---|---|---|
| Hours: | 30 | Tut: 5 | Pract: 10 | Study: 50 | Computer lab: 5 | Exams: 2 | 100 |

**Course Outcomes:**

| *Knowledge* | Acquire a working knowledge of the concept of emergency public health aspects. To have a comprehensive understanding of the global public health system. |
|---|---|
| *Skills* | understanding of the psychosocial tools to resolve the issues related to disaster |
| **General Competencies** | Apply the theory and techniques of epidemiology in disaster setting |

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and CrossCultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |
|---|---|---|---|---|---|---|---|---|
| Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

## UNIT DETAILS

### UNIT – 1

**Principles and practices of public health-** Introduction to public health, public health preparedness and response cycle, dimensions and components of public Health Map's and its management, Concepts, Basic life support, first aid and survival kits, emergency medical responder and roles, basic first aid to common emergencies.

### UNIT - II

**Public healthcare systems in disasters-** Emergency medical services-national and global scenario, institutionalisation, hospital disaster management plan, Medical Care for large mass gatherings, triage classifications, incident response system for mass casualty management, national disaster management guidelines hospital safety (2013), Global case studies on public health preparedness and response.

### UNIT III

**Disaster Epidemiology-** Principles of Epidemiology, type of epidemiology,Disaster Epidemiology, Rapid Health Assessment, Rapid health needs assessment. Outbreak Investigation. Environment health hygiene and sanitation issues during disasters, epidemiology of COVID-19, Rapid assessment of emergency health care needs, Epidemics after natural disasters, data sources- EM DAT

### UNIT IV

**Psychosocial health in disasters:** Principles and Practices of Public Health, Epidemiology, Biostatistics , Survey design and methods, Infectious disease epidemiology, NCD epidemiology, Medical Management in Mass Disasters and Mass Casualty Events.

**Occupational health and safety principles and practices:** Occupational Health and Safety Management System (OHSAS 18001:2007)

.

**References:**

- eilly, M. J., & Markenson, D. S. (2011). Health care emergency management: Principles and practice. Jones & Bartlett Publishers
- Ciottone, G., R. (2006). Disaster Medicine. Mosby Elsevier
- Clements and Casani (2016), Disasters and Public Health Planning and Response
- Daniel Kollek. (2013). Disaster Preparedness for Health Care Facilities.  United Kingdom: People's Medical Publishing House-USA.
- Institute of Medicine. 2013. Engaging the Public in Critical Disaster Planning and Decision Making: Workshop Summary. Washington, DC: The National Academies Press.
- Liebsch, J., Liebsch, B. (2006). It's a Disaster! ... and what are You Gonna Do about It? A Disaster Preparedness, Prevention & Basic First Aid Manual. United States: Fedhealth.
- Staywell. (2012). Responding to Emergencies: Comprehensive First Aid/ CPR/ AED. United States: American National Red Cross.

**Additional Reading**

- Chan, E. Y. Y., & Shaw, R. (2020). *Public health and disasters*. Springer Singapore.
- Halpern, J., Nitza, A., & Vermeulen, K. (2019). *Disaster mental health case studies*. New York: Routledge.
- Hunter, N. D. (2017). *The Law of emergencies: Public health and disaster management*. Butterworth-Heinemann.R

# MGT DM 07- SOCIETAL DIMENSIONS OF DISASTER MANAGEMENT

| | |
|---|---|
| **Semester: III** | **CODE: MGT DM 07** |
| **Module title: Societal Dimensions of Disaster Management** | **Module Type:** Single |
| **Credit:** | |

**Module Aim(s):**

The aim of this course is to study the relation between society and a disaster, Vulnerabilities of peoples in a society, Community based disaster risk reduction and also the roles and responsibilities of NGOs.

### Course Objectives

- Discover the concepts and theories behind significant livelihood vulnerabilities, as well as social and natural calamities.
- To comprehend the meaning of and how community-based catastrophe risk reduction works
- To comprehend the necessity of risk and vulnerability assessments.

| | |
|---|---|
| **Teaching Strategy** | Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments. |

**Hour Distribution**

| Study: | Lect:(L) | Sem/(T) | Library | Directed(DS) | Other:(Comp.lab) | Formal | Total |
|---|---|---|---|---|---|---|---|
| Hours: | 30 | Tut: 5 | Pract: 10 | Study: 50 | Computer lab: 5 | Exams: 2 | 100 |

**Course Outcomes:**

| *Knowledge* | <ul><li>Understand prime aspects of community centred disaster risk reduction.</li><li>Understand the role of the media, community early warning system, human behaviour in a disaster situation.</li></ul> |
|---|---|
| *Skills* | <ul><li>Apply the principles and skills of community practice to Community based Disaster Risk Reduction</li><li>Recognize various phases and models of Community Practice, especially with respect to disasters.</li></ul> |

| General Competencies | Understand the welfare administration, non-governmental organisation, funding schemes and working principles. |
|---|---|

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and CrossCultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |
|---|---|---|---|---|---|---|---|---|
| Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

## UNIT DETAILS

### UNIT – 1

**Society and disasters-** social theories on disasters, community as a first responder, grass root level organizations in disaster management, Sociological Analysis and Critical Thinking about disasters. Theories and perspectives- Conflict theory, Development theory, Risk and Uncertainty Theories (Ulrich Back and Giddens), differential impacts- in terms of caste, class, gender, age, location, disability, poverty. Migration, refugees and disasters, working with vulnerable groups and communities.

### UNIT - II

**Community Based Disaster Risk Reduction (CBDRR)-** Meaning and Definition. Mainstreaming disaster risk reduction in development. CBDRR in Kerala. Steps in preparing CBDRR- Awareness generation and Community Organization; Risk and Vulnerability Assessments- Participatory Capacity and Vulnerability Assessment (PCVA) and Participatory Disaster Risk Assessment (PDRA); Planning for prevention, preparedness and mitigation at the local level; Networking and Collaborations; Components of the Community-based Disaster Management Plan, disaster management task forces at community level

### UNIT III

**Disasters and livelihood-** Major livelihood vulnerabilities, livelihood vulnerability, types of livelihoods, livelihood sustainability, livelihood challenges, livelihood resilience strategies, Risk perception and adaptation, risk transfer-insurance

### UNIT IV

**Social Welfare Administration-** concepts and definitions, welfare administration, nature and types of social welfare organizations, principles of administration in social welfare, non-governmental

organizations, Type of NGOs, NGO registration process, General structure and working principles - public relations, funding & legal status, developmental projects through NGOs, Administrative Functions (Planning, Organising, Staffing, Directing, Co-ordinating, Reporting and Budgeting); Personnel, Finance and Office Management functions. Social Welfare Administration in India.

## UNIT V

**Cross cutting issues-** Human behaviour in disaster, community social systems and disaster, social media and disasters, community based early warning systems, social action, major socio-environmental movements- case study

.

**References:**

- Gangrade, K., D. (1971). Community Organization in India. Popular Prakashan
- Goel, S.L., Jain R.K. (2002). Social Welfare Administration: Theory and Practice, Vol. 1 and 2. New Delhi: Deep & Deep Publications.
- Jones, E. C., & Faas, A. J. (Eds.). (2016). *Social network analysis of disaster response, recovery, and adaptation*. Butterworth-Heinemann.
- Koontz, Harold and Heinz Weihrich. (2000). Essentials of Management. New Delhi: Tata McGraw-Hill Publishing Company Limited.
- Lakeman, S. (2021). *Environmental and Disaster Displacement Policy: Organisational Cooperation Between the UN High Commissioner for Refugees and the International Organisation for Migration*. Springer Nature.
- Narayanasamy, N. (2009). Participatory Rural Appraisal. Sage Publications.

**Additional Reading**

- Reza, Mohammad & Alatas, Sharifah. (2012). Migration in the Context of Disaster Management: Governance, Vulnerabilities and Security a Malaysian perspective. 10.13140/2.1.3997.1846.
- Rivera, J. D. (Ed.). (2021). *Disaster and emergency management methods: Social science approaches in application*. Routledge.

# University of Kerala

# Master of Business Administration Syllabus

# Semester 4:

IV SEMESTER:

**Core Paper**
MGT 541 STRATEGIC MANAGEMENT

ELECTIVE 6
ELECTIVE 7
ELECTIVE 8

**Elective List**

**CLIMATE CHANGE, SUSTAINABLE DEVELOPMENET AND CORPORATE SUSTAINABILITY**

**RESPONSE, RECOVERY, REHABILITATION AND RESILIENCE**

**HUMANITARIAN LEADERSHIP**

**ACTS POLICIES AND RULES**

**PROFESSIONAL COMMUNICATION FOR DISASTER MANAGEMENT**

**LAB COURSE-GEO-INFORMATICS**

# MGT 541: STRATEGIC MANAGEMENT

**Semester**      : IV
**Course Code**    : MGT 541
**Credit**         : 4
**Course**        : STRATEGIC MANAGEMENT
**Aim**          :

- To strategize in modern, complex organizations.

- To practice the theory for managing continuity and strategic change.

- To learn and understand from a strategic perspective.

**Course Objective:** Learn to use theory, methods, tools, and techniques associated with the process of strategic design and implementation.

**Teaching Strategy:**

Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments

| **Study:** | Lect:**(L)** Sem**/(T)** Total | Library/ | Directed(**DS**) Other: | | Formal | |
|------------|--------------------------------|----------|-------------------------|---|--------|---|
| **Hours:** | 30     Tut: 5 | Pract: 10 | Study: 50    5 | | Exams: 2    100 | |

| **Key Graduate Attributes** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Academic and professional Knowledge** | **Communication** | **Team Work and Leadership** | **IT Literacy** | **Global Perspective and Cross Cultural Adaptability** | **Critical and Analytical thinking** | **Social Responsibility and Ethics** | **Entrepreneurship Skills** | **Life - long Learning** |
| √ | √ | √ | √ | √ | √ | √ | √ | √ |

**Course Outcomes:**

*c) Knowledge-*

- The theoretical perspectives of authors who have been key influences in the field of management and strategy (e.g.Prahlad, Porter, Mintzberg).
- differences in the way that social, political, economic, technical, and environmental factors affect business activity across different cultures and society.
- sources of key information, data, and opinion in relation to international business across multiple contexts of operation.
- scenario planning as a method for analyzing complex ambiguous contexts.  the
- language of strategic analysis including that rooted in Business Economics.
- Use alternative theoretical conceptualizations of power to understand and manage organizational change.
- Appreciate the complexity associated with managing across organizational boundaries.
- Work with contradictory notions of managerial best practice.

*d) Skills-*

- Interpretative: Consider the factors of globalization and localization in relation to contexts of business.
- Analytical:Analyse an organization's competitive position, isolate the key organizational competencies, and develop and evaluate business options in light of these.
- Analyse an organization's resource base to reveal rent generating competencies within the current strategic portfolio.
- Evaluative:  Employ knowledge of the economics of supply and demand in identifying market forces that determine a firm's competitive position.
- Evaluate strategies adopted by organizations and relate these to competitive success.
- Understand and work with issues surrounding the effective management of strategic change.

**Outline Syllabus:**

## UNIT I

Overview of Strategic Management – Business Policy and Strategic Management - Strategic Management Model – Porter's Five Force Analysis-McKinsey 7S Framework- Exploring the Business Environment

## UNIT II

Business Vision, Mission, Objectives – Characteristics of Mission Statement Types of Strategies – Integration strategies – Intensive strategies – Diversification strategies-Michael Porter Generic Strategies.- Strategy-Analysis and Evaluation

## UNIT III

Strategic formulation: Environmental Analysis – External and industry analysis – Internal analysis-Strategic analysis and choice – Input stage –Matching stage – decision stage – Cultural aspects of strategy choice- Making Strategy

## UNIT IV

Strategic Implementation: The nature of strategic implementation- Resource allocation – Strategy and structure – Creating supportive culture – Implementing strategies in functional areas

## UNIT V

Strategic Issue Exploration- Strategy Evaluation: The nature of strategy evaluation – Review and Control – Characteristics of effective evaluation systems – Criteria for strategy control –Mechanism for strategic control

**References**

1. Werther, Jr, W.B. and Chandler, D. (2020) Strategic Management and CSR Strategic Corporate Social Responsibility: Stakeholders in a Global Environment, New York, Sage 2020

2. Bhattacharyya, D.K. (2017). HR Analytics Understanding Theories and Applications. New Delhi, Sage Publications.

3. Thomas, J. (2015). Strategic Management-Text and Cases, New Delhi, Pearson

4. Hill, CW.L. Schilling ,M.A.and Jones, G.R. (2016). Strategic Management.Boston, Cengage Learning.

**Additional Reading**

1. Srinivasan. (2014).Strategic management: The Indian context, New Delhi, Prentice Hall of India
2. Azhar Kazmi (1992).  Strategic Management. New Delhi, Tata McGraw Hill

www.swayam.gov.in

# MGT DM 08- CLIMATE CHANGE, SUSTAINABLE DEVELOPMENT AND CORPORATE SUSTAINABILITY

| | |
|---|---|
| **Semester: III** | **CODE: MGT DM 08** |
| **Module title: Climate change, Sustainable development and Corporate Sustainability**<br><br>**Credit:  3** | **Module Type:** Single |

**Module Aim(s):**

The aim of this course is to study the climate system, funding schemes related to climate, sustainable development, Strategy, risk management and design for sustainability and sustainable finance.

### Course Objectives

- Recognize the technique used to reduce the risk of disasters due to climate change.
- Recognize the objectives of sustainable development and the evaluation and management of climate risk.
- Recognize carbon management, storage, and financing practices.


| **Teaching Strategy** | Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments. |
|---|---|

**Hour Distribution**

| Study: | Lect:(L) | Sem/(T) | Library | Directed(DS) | Other:(Comp.lab) | Formal | Total |
|---|---|---|---|---|---|---|---|
| Hours: | 30 | Tut: 5 | Pract: 10 | Study: 50 | Computer lab: 5 | Exams: 2 | 100 |

**Course Outcomes:**

| | |
|---|---|
| *Knowledge* | - Understand the climatic system of the earth, adaptation and mitigation strategies of climate change and policy frameworks of climate change.<br>- Understand the mitigation concept and approaches of climate change and funds related to climate changes. |
| *Skills* | - Understand the sustainable development and integrated approaches to sustainable development. |

| | ● Understand the ethics and values for sustainability management, and Climate Risk Assessment and Management. |
|---|---|
| **General Competencies** | Will get competencies on Sustainable Finance, Carbon Management, and Sustainability Reporting. |

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and CrossCultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learnin g |
|---|---|---|---|---|---|---|---|---|
| Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

| UNIT DETAILS |
|---|
| **UNIT – 1** |
| **Understanding the Climate System-** Earth's Climate systems, climate change variability and disaster risk, climate change adaptation and mitigation, Climate change policy frameworks, International Climate Initiatives. |
| **UNIT - II** |
| **Climate financing-** Mitigation concept, CCM approaches,  various economic instruments - taxes and market instruments, emission trading theory, environmental Management system, co labelling of Goods, Adaptation funding, Green Climate Fund, Special Climate Change Fund, National Adaptation Fund on Climate Change. |
| **UNIT III** |
| **Sustainable development-** Sustainable Development - concepts and stakeholders, environmental, social and economic dimensions, 2030 Agenda for Sustainable development, Policy, Governance and Sustainability, Green and Eco Philosophy, Fragile Ecosystem Development, Nature Based Solutions , Integrated Approaches to Sustainable Development Practice, Environmental,Social and Governance (ESG), Corporate Governance and Development, Sustainability in Business Operations and Supply Chains |
| **UNIT IV** |
| **Strategy, Risk Management and Design for sustainability-** Introduction to Corporate Sustainability, ethics and values for sustainability management, economics of sustainability management, Climate Risk |

Assessment and Management, sustainable operations, theory and practice of life cycle assessment, designing for sustainability,

**UNIT V**

**Sustainable Finance, Carbon Management and Reporting for Sustainability-** Sustainable Finance, Carbon Management, Sustainability Metrics and Decision Making, accounting, finance and modelling of sustainable investments, financing Clean Energy Technologies for Decarbonisation, energy markets and innovation, Sustainability Reporting and Strategy, Market-based Solutions for Sustainable Development: Pitfalls and Possibilities

.

**References:**

- Houghton, D. (n.d.). *INTRODUCTION TO CLIMATE CHANGE: LECTURE NOTES FOR METEOROLOGISTS*. https://library.wmo.int/doc_num.php?explnum_id=8968 .
- Flood, S., Jerez Columbié, Y., Le Tissier, M., & O'Dwyer, B. (2022). *Creating Resilient Futures: Integrating Disaster Risk Reduction, Sustainable Development Goals and Climate Change Adaptation Agendas* (p. 257). Springer Nature.
- Ishiwatari, M., & Sasaki, D. Financing Investment in Disaster Risk Reduction and Climate Change Adaptation: Asian Perspectives.
- Kelman, I., Mercer, J., & Gaillard, J. C. (Eds.). (2017). *The Routledge handbook of disaster risk reduction including climate change adaptation*. London: Routledge.

**Additional Reading**

- Shaw, R., Pulhin, J., & Pereira, J. (Eds.). (2010). Climate change adaptation and disaster risk reduction: Issues and challenges.
- OECD/FAO (2021), *Building Agricultural Resilience to Natural Hazard-induced Disasters: Insights from Country Case Studies*, OECD Publishing, Paris, https://doi.org/10.1787/49eefdd7-en.

# MGT DM 09- RESPONSE, RECOVERY, REHABILITATION AND RESILIENCE

| | |
|---|---|
| **Semester: III** | **CODE: MGT DM 09** |
| **Module title: Response, Recovery, Rehabilitation and Resilience** | **Module Type:** Single |
| **Credit: 3** | |

**Module Aim(s):**

The aim of this course is to study the Framework and approaches of response and recovery, Planning of disaster response and recovery and emergency management training and additionally get to know the dimension of disaster recovery.

### Course Objectives

- Learn about the incident command system, the response and recovery framework, and planning for reconstruction.
- Know the response, the recovery plan, and the specialized preparation.
- Recognize how the media contributes to the phases of response and recovery.

| | |
|---|---|
| **Teaching Strategy** | Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments. |

**Hour Distribution**

| Study: | Lect:(L) | Sem/(T) | Library | Directed(DS) | Other:(Comp.lab) | Formal | Total |
|---|---|---|---|---|---|---|---|
| Hours: | 30 | Tut: 5 | Pract: 10 | Study: 50 | Computer lab: 5 | Exams: 2 | 100 |

**Course Outcomes:**

| | |
|---|---|
| *Knowledge* | - Understand the pre-disaster response and recovery action and post-disaster response and recovery action.<br>- Understand response planning and recovery planning and its types, coordination, reconstruction planning. |
| *Skills* | Possessing the capacity to operate in crisis situations and create recovery plans |

| General Competencies | General competence on various aspects of disaster recovery and how to tackle emergency situations |
|---|---|

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and CrossCultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life-long Learning |
|---|---|---|---|---|---|---|---|---|
| Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

## UNIT DETAILS

## UNIT – 1

**Framework and Approaches of Response and Recovery-** Recognition of Pre-disaster Actions; warning and evacuation, pre-positioning of resources and supplies, last-minute mitigation and preparedness measures, Recognition of Post Disaster Actions; search and rescue, First Aid medical treatment, Evacuation, Disaster Assessments, treating the hazards, provision of water, food and shelter, health, sanitation, safety and security, critical infrastructure resumption, emergency social services, donations management, media's role in evacuation in urban and rural settings.

**Disaster Response and Recovery Planning-** Response planning, recovery planning, Short term recovery planning, long-term recovery planning, Coordination; the Incident Command System, the Disaster Declaration Process, Emergency plan and its Activation: process of planning, disseminating the plan, testing and revising the plan, integration of plan in theory and practice, Specialized Planning: emergency medical planning, veterinary plan, planning for educational institutions, planning for industries, planning for tourism, planning for libraries and archives, planning for terrorism & crowd emergencies, plan for the mass media, psychiatric help, integration of plans, Reconstruction Planning: temporary measures, restoration of services, reconstruction of damaged structures, development & mitigation.

## UNIT III

**Emergency Management Training-** The cause and effect model, the concept based approach, scenario based methods.

## UNIT IV

| |
|---|
| **Dimension of Disaster Recover-** Debris Management, Environmental Recovery, Historical and Cultural Resources, Housing, Business, Infrastructure, Social Psychological and Public Sector Recovery, Resilient Plans and Auditing. |

| |
|---|
| **UNIT V** |
| **Exercises** |

**References:**

- Alexander D. (2002) Principles of Emergency Planning and Management. Oxford University Press. UK.
- Coppola D.P. (2007) Introduction to International Disaster Management. Elsevier. UK.
- Gustin J.F. (2010) Disaster and Recovery Planning: A Guide for Facility Managers. 5th Edition. Fairmont Press. US.
- Gustin J.F. (2013) Disaster and Recovery Planning: A Guide for Facility Managers. 6th Edition. Fairmont Press. US.
- Haddow D., Bullock J. & Coppola D.P. (2013) Introduction to Emergency Management. 5th Edition.Butterworth-Heinemann. UK.
- Klaene B.J. & Sanders R.E. (2007) Structural Fire Fighting: Strategy and Tactics. 2nd Edition. Jones & Bartlett Learning. US.

**Additional Reading**

- Miller J. (2012) Psychosocial Capacity Building in Response to Disasters. Columbia University Press. US.
- Phillips B.D. (2009) Disaster Recovery. CRC Press. US.

# MGT DM 10- HUMANITARIAN LEADERSHIP

| | |
|---|---|
| **Semester: III** | **CODE: MGT DM 10** |
| **Module title: Humanitarian Leadership** | **Module Type:** Single |
| **Credit:  3** | |

**Module Aim(s):**

The aim of this course is to study the Humanitarian action, development agendas and programmes, International relations in humanitarian affairs and additionally get to know the humanitarian aid in practice.

### Course Objectives

- Understand the notion of humanitarian development, international humanitarian law, and humanitarian international relations.
- Recognize and apply humanitarian principles, attitudes, and behaviours.
- Recognize humanitarian accountability and fundamental humanitarian norms.

| **Teaching Strategy** | Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments. |
|---|---|

**Hour Distribution**

| Study: | Lect:(L) | Sem/(T) | Library | Directed(DS) | Other:(Comp.lab) | Formal | Total |
|---|---|---|---|---|---|---|---|
| Hours: | 30 | Tut: 5 | Pract: 10 | Study: 50 | Computer lab: 5 | Exams: 2 | 100 |

**Course Outcomes:**

| *Knowledge* | <ul><li>Understanding the concepts of humanitarian actions in complex emergencies and Apply various principles and standards of humanitarian operations.</li><li>Understand the transitions from humanitarian assistance to sustainability and development and peace nexus.</li></ul> |
|---|---|
| *Skills* | <ul><li>Understand the key humanitarian actors, aid and development and overview of the crisis.</li><li>leadership in humanitarian action, humanitarian resource management, and ICS.</li></ul> |

| General Competencies | Can integrate theory and field work experience in the humanitarian cycle. |
|---|---|

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and CrossCultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life-long Learning |
|---|---|---|---|---|---|---|---|---|
| Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

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### UNIT DETAILS

### UNIT – 1

**Fundamentals of Humanitarian action-** Humanitarian principles, values and practice, actors, institutions and contemporary issues in humanitarian interventions, forced migration and refugees, international humanitarian laws, conventions and treaties.

### UNIT - II

**Humanitarian Development Nexus-** Humanitarian and development agendas and programmes, Transitions from humanitarian assistance to sustainability and development, Gender and development, humanitarian, development and peace nexus.

### UNIT III

**World politics and humanitarian actions in complex emergencies - introduction to 3 global case studies - Practitioner Perspectives-** Overview of the crisis, International relations in humanitarian affairs, local capacity, vulnerable population, key humanitarian actors, aid and development, need assessment, response, recovery, disarmament, demobilisation, reintegration.

### UNIT IV

**Managing humanitarian projects-** Leadership in humanitarian action, Humanitarian resource management, Operational & management structure:- emergency management systems, ICS in crisis context, Cluster approaches (Wash, Nutrition, Shelter, Protection, Food Security etc) in complex emergencies- Policies, Practice and Decision Making, Humanitarian accountability and core humanitarian standard.

## UNIT V

**Humanitarian aid in practice-** Program, planning and management, monitoring and evaluation and learning: concepts and practices, Managing multi sectoral humanitarian responses – Simulation exercises required, Methodology & research methods in humanitarian settings - Hands on experience required.

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**References:**

● Monitoring and Evaluation Framework. United Nations Office for Disaster Risk Reduction. 2015. https://www.unisdr.org/we/inform/ publications/49324 (accessed 13 January 2020).
● Mountfield B., Sphere for Monitoring and Evaluation. Published by the Sphere Project in Geneva. 2015. https://www.spherestandards.org/ resources/sphere-for-monitoring-and-evaluation/

# MGT DM 11- ACTS POLICIES AND RULES

| | |
|---|---|
| **Semester: III** | **CODE: MGT DM 11** |
| **Module title: Acts Policies and Rules** | **Module Type:** Single |
| **Credit: 3** | |

**Module Aim(s):**

The main purpose of this course is to introduce the various policies and framework at national and international level,   the regional groups for disaster management, Disaster Management Act in India, the finance structure in disaster management,and other important acts.

**Course Objectives**

- Understand the disaster management legislative framework, policies, and regional coalitions.
- Learn the Disaster Management Act and other essential statutes in India, as well as financial disaster management processes.

| **Teaching Strategy** | Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments. |
|---|---|

**Hour Distribution**

| Study: | Lect:(L) | Sem/(T) | Library | Directed(DS) | Other:(Comp.lab) | Formal | Total |
|---|---|---|---|---|---|---|---|
| Hours: | 30 | Tut: 5 | Pract: 10 | Study: 50 | Computer lab: 5 | Exams: 2 | 100 |

**Course Outcomes:**

| *Knowledge* | <ul><li>To analyse assumptions that underpin the legal, policy and institutional frameworks for disaster risk reduction</li><li>The student gets a better understanding of the important environment rules and regulations in India.</li></ul> |
|---|---|
| *Skills* | <ul><li>Develop students' understanding of the core issues concerning disaster management</li></ul> |

| | | ● Provide students with the opportunity to conduct substantive disaster analysis | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **General Competencies** | The students get familiar with the financial structure in Disaster management in India. | | | | | | | |

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and CrossCultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life-long Learning |
|---|---|---|---|---|---|---|---|---|
| Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

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## UNIT DETAILS

### UNIT – 1

**Disaster management policies and Frameworks-** Sendai framework, international & national frameworks, Prime Ministers 10 Point Agenda, conventions and treaties, National Policy on Disaster Management, International Disaster Response Law, Hyogo framework, Yokohama Strategy, International Strategy for Disaster Risk Reduction

### UNIT - II

**Disaster management Coalition/ Regional groups-** UNISDR, The Office for the Coordination of Humanitarian Affairs (OCHA),   Food and Agriculture Organization, International Organization for Migration (IOM), Office of United Nations High Commissioner for Human Rights (OHCHR),  City Team International Disaster Response, OXFAM, Billy Graham Rapid Response Team, ADRA, Hope Worldwide, NECHAMA,  United Methodist Committee on Relief, Plan India, Save The Children, CARE,  Global Giving, Bill & Melinda Gates Foundation, ICCO.

### UNIT III

**Disaster management ACTS-** Legal Framework for Disaster Management in India : Role and law and public institutions including government in Disaster Management Constitutional Perspectives to Disaster Management, Disaster Management Act (NDMA) 2005, NDRF and SDRF Rules, Institutional roles and responsibilities for disaster management in India, civil liberties, liability and indemnification under the constitution and legislation.

### UNIT IV

**Financial mechanisms of Disaster-** Financing disaster relief in India, NDRF, SDRF, Approach of Previous Finance Commissions, Margin Money Scheme, Existing System, Calamity Relief Funds,

National Calamity Contingency Fund, Additional Central Assistance, Convergence with Centrally Sponsored Schemes, Ministry of Home Affairs, Planning Commission, Allocation to CRF, Additional Expenditure Over and Above CRF, Risk Transfer and Insurance, compensation & insurance,
human rights, and community recovery, relief policy and procedure; exploring the legal issues.

### UNIT V

**Other relevant Acts and conventions-** The Water Act, 1974, The Water Rules, 1975, Forest Act, 1980, The Air (Prevention and Control of Pollution) Act, 1981,The Air (Prevention and Control of Pollution) Rules, 1982, Environment (Protection) Act, 1986, Environment (Protection) Rules, 1986, Wetlands (Conservation and Management) Rules, 2010.

.

**References:**

- Disaster Law: Emerging Thresholds. (2017). United Kingdom: Taylor & Francis.
- Hyogo Framework for Action and Urban Disaster Resilience. (2014). United Kingdom: Emerald Group Publishing Limited.
- Prime Minister's Ten Point Agenda on DRR. NDMA, GoI. https://ndma.gov.in/Governance/PM-10-Agenda
- Gulati, A. G. (2016). Risk Financing Mechanisms-Indian Context. (n.p.): SSRN.
- The Disaster Management Act, 2005. (n.d.). (n.p.): Universal Law Publishing.
- Yokohama Strategy and Plan of Action for a Safer World: Guidelines for Natural Disaster Prevention, Preparedness, and Mitigation. (1995). Switzerland: UN.
- Puri, C. P., Dhooria, S. K. (2008). Encyclopaedia of Environmental Laws. India: Global India Publications Pvt. Limited.

# MGT DM 12- PROFESSIONAL COMMUNICATION FOR DISASTER MANAGEMENT

| | |
|---|---|
| **Semester: III** | **CODE: MGT DM 12** |
| **Module title: Professional Communication for Disaster Management** | **Module Type:** Single |
| **Credit: 3** | |

**Module Aim(s):**

The aim of this course is to study the coordination of immediate and secondary phase relief efforts, advocacy, planning, post-disaster assessment and reporting, and disaster preparation communication.

#### Course Objectives

- The students will get exposed to examples of how disaster aid is organised and communicated on a global scale, including terminologies and acronyms.

| Teaching Strategy | Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments. |
|---|---|

**Hour Distribution**

| Study: | Lect:(L) | Sem/(T) | Library | Directed(DS) | Other:(Comp.lab) | Formal | Total |
|---|---|---|---|---|---|---|---|
| Hours: | 30 | Tut: 5 | Pract: 10 | Study: 50 | Computer lab: 5 | Exams: 2 | 100 |

**Course Outcomes:**

| *Knowledge* | Provide communication opportunities in English in the context of Disaster Management |
|---|---|
| *Skills* | Exposure to international models for disaster relief organization and communication, including terminology and acronyms |
| **General Competencies** | English language communication in areas of disaster preparedness, advocacy, planning, immediate and secondary-phase relief coordination, as well as post-disaster assessment and reporting. |

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and CrossCultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life-long Learning |
|---|---|---|---|---|---|---|---|---|
| Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

**UNIT DETAILS**

**UNIT – 1**

**In-Person Orientation-** Understand Course objectives, Explanation of the hybrid course, Orientation to Canvas, Understand rationale for communication focus, and Communication role in a disaster.

## UNIT - II

**Communicating within the Disaster Management Infrastructure-** National and International Response Systems, Hazard Identification and Stakeholders, Risk Assessment, Neutrality, International Response and Humanitarian Principles, Humanitarian Architecture, Humanitarian Imperative and Principles of Partnership, International Response and Humanitarian Values, Strategic Pre-Positioning and Funding Streams, Funding for Humanitarian Response, Funding Disaster Preparedness: The US Model. Stakeholder identification and Analysis, Strategic Communication, Partnership Building and Stakeholders, Communicating for Cooperation among Stakeholders,

## UNIT III

**Communicating for Effective Disaster Response-** Intercultural Conflict in Organizations and Communities, Conflict Resolution in Community Response, Post Disaster Needs and Lack of Trust, Face and Face Work in Conflict Resolution, Conflict in Disaster Management, Conflict Resolution. Risk Assessment and Pre-Positioning, Perceptions of Risk, Humanitarian and Infrastructure Needs Assessment Process, Communicating Risk, Rapid Needs Assessment, Multi-Sector Initial Rapid Assessment (MIRA), Needs Assessment and Information Sharing, Communicating in Meetings, Channels of Communication and Meetings. Community Rapid Needs Assessment, Community Assessment and Resilience Development,

## UNIT IV

**Communicating in the Post-Disaster Environment:** Post-Disaster Vulnerability Assessment and Communications, Post-Disaster Operations and Needs Assessment, Post-Disaster Operations and Logistics, Post-Disaster Communications, Initial Needs Assessment and Field Reporting, Social Sustainability: The Balance of Social, Economic, and Environmental Forces, Bridging the Social Divide, Resiliency and Communication. Information Management and Media Relations, Communicating with the Media in a Crisis, Press Communications,Working with the Media,
Press Release,Types of Communicative Purpose for the Press Release, Parts of the Press Release,

## UNIT V

**Face-to-Face Simulation Exercises-** Exercises

### Additional Reading

- http://www.apnorc.org/PDFs/Resilience%20in%20Superstorm%20Sandy/Communications_Final.pdf
- http://www.adpc.net/infores/adpc-documents/DisasComm.pdf
- http://www.adpc.net/v2007/ikm/resources/2007/july/adpcnewsv.13.pdf
- http://saarc-sadkn.org/theme_tech_disaster.aspx
- National Disaster Management Guidelines- National Disaster Management Information and Communication System (NDMICS) 2011.

# MGT DM 13- LAB COURSE- GEO-INFOMATICS

| | |
|---|---|
| **Semester: III** | **CODE: MGT DM 13** |
| **Module title: Lab Course- Geo-Informatics** | **Module Type:** Single |
| **Credit:  3** | |

**Module Aim(s):**

This course aims to provide the students with practical knowledge in Gis and Remote sensing and their application in disaster management.

| Teaching Strategy | Lecture Sessions will be supplemented by project based (tutorial) assignments. Feedback will be given orally during tutorials. Written feedback is given for both individual and group assignments. |
|---|---|

**Hour Distribution**

| Study: | Lect:(L) | Sem/(T) | Library | Directed(DS) | Other:(Comp.lab) | Formal | Total |
|---|---|---|---|---|---|---|---|
| Hours: | 30 | Tut: 5 | Pract: 10 | Study: 50 | Computer lab: 5 | Exams: 2 | 100 |

**Course Outcomes:**

| *Knowledge* | ● Create knowledge in remote sensing data handling.<br>● Get trained in using different mapping tools. |
|---|---|
| *Skills* | ● Acquire skills to use GISin creating the spatial database.<br>● Develop skills to perform different spatial analysis techniques. |
| **General Competencies** | Can apply GIS and Remote Sensing tools in Disaster Management. |
| **Key Graduate Attributes** | |

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspective and CrossCultural Adaptability | Critical and Analytical thinking | Social Responsibility and Ethics | Entrepreneurship Skills | Life - long Learning |
|---|---|---|---|---|---|---|---|---|
| Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

## UNIT DETAILS

### UNIT – 1

**Spatial database creation-** Google Earth, QGIS-Software Demonstration- Data Importing and Visualization, Geo-referencing of Toposheet, Digitization, Editing Vector Data, Attribute Data Management, Checking Data Quality.

### UNIT - II

**Remote sensing data handling-** Geometric Correction, Image Enhancement Image Transformation, Aerial Photo Interpretation, Visual Image Interpretation, Digital Image Processing - Image classification (Unsupervised), Image Classification (Supervised), Ground Truthing, and Accuracy Assessment.

### UNIT III

**Spatial analysis-** Geometric Measurements, Query and Retrieval, Proximity Analysis, Overlay Analysis, Topographic Analysis, DEM Generation, Change Analysis, Spatial Interpolation, Hotspot Analysis, Map Composition,

### UNIT IV

**Mapping tools-** GPS/DGPS Survey, Cadastral Survey- ETS, RTK, Level Survey- Auto Level, Mobile GIS - Web GIS.

### UNIT V

**Application of geo-informatics-** Land use/ Land cover Mapping, Land Suitability and Capacity Evaluation, Monitoring of Water Quality and Quantity, Calculation of Water Footprint, Water Balance, Water Budget, and Carbon Neutrality Assessment, Hazard-Vulnerability and Risk Mapping and Analysis - Geological-Water Climate related- CBRN & Accidents.

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**References:**

- Longley, Paul A., Michael F. Goodchild. Geographic Information Systems and Science. John Wiley Sons, 2010. ISBN: 047087001X
- O'Sullivan, D. and D. Unwin. Geographic Information Analysis. John Willey & Sons, 2003.
- P.K Garg., Surveying and Geographic. All India Council for Technical Education (AICTE), New Delhi, 2022. ISBN: 978-81-959863-7-8
- Ramakant Agrawal., Parshottam Sarathe. Advanced Surveying: Theory and Practice. All India Council for Technical Education (AICTE), New Delhi, 2022. ISBN: 978-81-959863-3-0

**Additional Reading**

- Wim H. Bakker., Wim Feringa. Principles of Remote sensing. The International Institute for Geo-Information Science and Earth Observation (ITC), Netherlands. 2009
- Survey of India notes on RTK and CORS https://www.surveyofindia.gov.in/webroot/UserFiles/files/Note%20on%20RTK%20and%20CORS.pdf

# UNIVERSITY OF KERALA

**MBA (DISASTER MANAGEMENT)**
*Guidelines for:*

## Mini Project/Internships

## Summer Project

## MOOC

## Viva Voce

# MGT 534 - INTERNSHIPS / MINI PROJECT

**SEMESTER – 3**
**Course Title – INTERNSHIPS / MINI PROJECTCODE- MGT 534**
**Credit:    3**

**Module Type:** Single

**Module Aims:**
From the student perspective, an internship assists with career development by providing real work experiences that provide students with opportunities to explore their interests and develop professional skills and competencies. During internships, students are provided with opportunities to apply what they learned in classes to actual practice. It is expected that students will also be challenged to examine how their attitudes, beliefs, and values influence the helping process.

From the organisation perspective, an internship provides a unique training experience designed to enhance the professional development and functioning of the student/supervisee. In accepting students as interns, the organisation representative recognizes that the internship is a learning process designed to promote professional growth of the supervisee.

**Module objectives:**
- Practical Learning - Enhances a student's academic, career, and personal development

- Career Exploration

- Leadership & Skill Development

- Networking and Establishing Mentors and References

- Resume Enhancement

**Note:-** Students pursuing MBA programme through the **distance education mode** will have to undertake a mini project in the place of internship.

**Learning Strategy:**

### Guidelines for Internship

Internship will be considered as a core course in the Third semester. Students are advised to opt for live assignments / real-world experience that enables them to put everything they've learned into action. *Internships* may be paid or unpaid by the Organisation.

As part of the internship, a student will have work in an organisation for 30-45 days under a faculty as a supervisor and maintain a Log Book/Work Diary in which they will be making entries about the

daily work assigned to them. It is highly advisable that a student undergoes an internship in the area in which they are looking to build up a career (For e.g. Marketing, Sales, Advertising, HR, BSFI, Media, Tourism etc.)

**Period of Study -** Internships will be for a duration of Minimum Thirty ( 30) days and will be held during the months of April/May.

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspect ive and CrossCultural Adaptab ility | Critical and Analytical thinking | Social Responsib ility and Ethics | Entrepreneu rship Skills | Life - long Learni ng |
|---|---|---|---|---|---|---|---|---|
| √ | √ | √ | ✓ | ✓ | √ | √ | • | • - |

**Learning Outcome from an Internship**

**Knowledge**

- to gain first-hand exposure of working in the real world.
- to harness the skill, knowledge, and theoretical practice they learnt in the institute  a
- nice learning curve for **students** with little experience of the professional world.

**Skills**

- Understand a variety of Communication techniques and Basic listening skills.
- Understanding ethical and legal issues related to Business
- Ability to collate data from assessments and reports and secondary sources
- Ability to gather information through primary sources.
- Awareness of how interpersonal and intrapersonal values and beliefs affect professional relationships.
- Understanding and ability to function in interdisciplinary teams.
- Learning to respond to supervision appropriately.

**Generic Competency**

- A good internship results in development of   professional aptitude and strengthens personal character.
- It also provides a greater door to opportunity. By Doing an **internship**, candidates give themselves the broadest spectrum of opportunity when seeking and applying for a job after **college**.

**Internship Evaluation**

For Internships, 50 marks will be for internal evaluation and 50 marks will be for External evaluation. To pass the examination, Separate minimum of 50%  is required for both internal and external evaluation /viva voce. Means the candidate have to score 25 marks separately for Internal evaluation and External evaluation to pass in the paper. The internal examination shall be conducted by a competent panel of examiners constituted by the respective institutes.*It is advised to the institutes/ colleges to evaluate the student based on his learning.*The external evaluation will be conducted by the examiners appointed by the University and the internal evaluation by a panel constituted by the college/institute. Students pursuing MBA programme through the **distance education mode** will have to undertake a mini project in the place

of internship. The project should be application oriented based on a contemporary theme and should provide ample scope for applying the knowledge acquired by the student in research methods and quantitative tools during the first two semesters. The criteria for evaluation are detailed below.

**Evaluation Criteria for Internships - Regular Mode**

*External (By University)*

| Criteria | Marks |
|---|---|
| Relevance of the Internship Completed & Company Selected | 10 |
| Internship Viva | 20 |
| Final Report | 20 |
| **Total Marks** | **50** |

*Internal (By the Institute)*

| Criteria | Marks |
|---|---|
| Log Book | 20 |
| Internship Presentation | 10 |
| Internal Viva | 20 |
| **Total Marks** | **50** |

**Evaluation Criteria-Distance Education Mode – Mini Project**

*External (By University)*

| Criteria | Marks |
|---|---|
| Final Report | 25 |
| Mini Project Viva | 25 |
| **Total Marks** | **50** |

*Internal (By IDE)*

| Criteria | Marks |
|---|---|
| Project Report | 25 |
| Presentation | 25 |
| Total Marks | 50 |

# MGT 542  - SUMMER PROJECT

**SEMESTER – 4**
**Course Title  - SUMMER PROJECTCODE- MGT 542**
**Credit:      3**

**Module Type:** Single

**Module Aims:**

The Summer Project is fully linked with industry. Every student of the Programme would work under the mentorship of a corporate executive. The student would learn practical side of Management from the corporate mentor throughout the two months of study. It's an opportunity for the students to  get exposed to the management concepts they have learned in the classrooms and practice the same through their corporate mentors..

**Objectives**

- To create an environment of interaction between academia and industry for mutual benefit, and to provide suitable placement opportunities for MBA students
- To encourage MBA students to conduct innovative, high-quality summer projects
- To provide a platform for nationwide exposure to high-quality summer projects
- Practical Learning - Enhances a student's academic, career, and personal development

**Learning Strategy:**

Summer Project will be considered as a core course in the Fourth Semester. Students are advised to opt for live assignments / real-world experience that enables them to put everything they've learned into action.. Summer projects can be paid / unpaid by the organisation. During the fourth semester, every student of MBA (Full-time/Evening/Distance Education) programme is required to undertake a project of a problem centered nature under the guidance and supervision of a member of the faculty and the report on the same has to be submitted before the commencement of the fourth semester university examination. The contact hours required for the completion of the project is notionally fixed at 160 hours distributed over a continuous period of two months. Students shall be deputed for the project work immediately after the completion of the fourth semester class work.

**Period of Study -** Summer Project will be for a duration of Minimum Sixty ( 60 ) days including Project preparation and submission and will be held during the months of April/May.

**Key Graduate Attributes**

| Academic and professional Knowledge | Communication | Team Work and Leadership | IT Literacy | Global Perspect ive and CrossCultural Adaptab ility | Critical and Analyti cal thinkin g | Social Responsib ility and Ethics | Entrepreneu rship Skills | Life - long Learni ng |
|---|---|---|---|---|---|---|---|---|
| √ | √ | √ | ✓ | ✓ | √ | √ | ● | ● - |

**Learning Outcome from a Summer Project**

**Knowledge**

- to gain hands on exposure of working in the real world.
- to harness the skill, knowledge, and theoretical practice they learnt in the institute a
- nice learning curve for **students** with little experience of the professional world.

**Skills**

- Apply broad technical and professional skills effectively within business arena
- Critically evaluate and apply sustainability principles to decisions in business contexts
- Apply critical thinking to address strategic business issues
- Communicate information clearly and fluently in oral and written form appropriate for stakeholders
- Critical thinking, creativity, and analytical skills

**Generic Competency**

- Business knowledge and concepts
- Business practice-oriented skills
- Communication and interpersonal skills
- Attitudes and values

**Evaluation of the Summer Project**

The project work report will be evaluated for 100 marks. There will be external evaluation for the project and report. The external evaluation for 150 marks will be conducted by examiners duly appointed by the University for the purpose. Out of the total 150 marks, 50 marks will be awarded for viva-voce and 100 marks for the report.

**Guidelines for Final Project**

*General Format of the Summer Project Report*

The report shall be printed and bound (preferably hard paper bound) with not less than 100

(A4 size) pages.

- Matter should be typed with Double line spacing

- Fond Size should be 12 with style Times New Roman

- One Inch Margin should be left on Top and Bottom of the page, as well as Left and Right side of the typed pages.

- Both primary and secondary data may be used for the study

- Statistical tools should be used for data analysis in the appropriate context.

- The content of the Report should be sequenced as follows.  **A. Preface Section:**

- Title Page of the Report

- Declaration by the student

- Certificate from Supervisory Faculty counter Signed by Head of the Institution.

- Acknowledgement

- Chapter Content

- Table Content.

- Graph/ Chart/ Figure Content

**B. Executive Summary / Abstract**

**C. Chapterisation**

**Chapter-I**

**Introduction** (should contain specific area of study, statement of the Research Problem, Significance or Scope of the study, Objectives of the study, Hypothesis if any, Methodology (sample design and size, data source, tools used for analysis etc) or case study, Chapter Scheme, limitations of the study.

**Chapter-II**

**Review of related Literature -**is a comprehensive summary of previous research on the topic of study. The **literature review** surveys scholarly articles, books, and other sources relevant to a particular area of research. The **review** should enumerate, describe, summarize, objectively evaluate and clarify this previous research. (Minimum 25 Reviews from Various Sectors) and identifying the Research Gap.

**Chapter-III**

**Profile of the industry and Organization/Unit of Study** – This section includes Industry Profile & Company Profile. **Industry profiles** are in-depth documents that give insight into an **industry**, where it came from, and where it appears to be going. A typical **report** looks at the **industry** leaders, forces affecting the **industry** and financial data for the **industry. Company Profile -** This report provides an expanded directory display for a business. This report can include sales and sales trend information, business size, expanded SIC and line of business details, key principals, and business URLs.

**Chapter-IV**

**Data analysis and Interpretation** -is the process of assigning meaning to the collected information and determining the conclusions, significance, and implications of the findings. **Analysis** involves estimating the values of unknown parameters of the population and testing of hypotheses for drawing inferences.

**Chapter-V**

**Findings, recommendations and Conclusions** - summarize the key *findings*, outcomes or information in your report; acknowledge limitations, Draw a conclusion to your report summarizing the study and then and make *recommendations* for future work (where applicable)

**Bibliography** - list of sources you referred to (Text Books/ Journals/ Web Sites) when writing the project and for conducting the study.

- Monson, C. M., Fredman, S. J., & Adair, K. C. (2008). Cognitive-behavioral conjoint therapy for posttraumatic stress disorder: Application to operation enduring and Iraqi freedom veterans. *Journal of Clinical Psychology*, 64, 958-971.
- Ginsberg, J. P., Ayers, E., Burriss, L., & Powell, D. A. (2008). Discriminative delay Pavlovian eyeblink conditioning in veterans with and without posttraumatic stress disorder. *Journal of Anxiety Disorders*, 22, 809-823.

**Appendix**

**Appendices** can **consist** of figures, tables, maps, photographs, raw data, computer programs, musical examples, interview questions, sample questionnaires / Schedules which you don't want to include along with the main content of your report