



**DEENBANDHU CHHOTU RAM UNIVERSITY OF SCIENCE & TECHNOLOGY, MURTHAL  
SONEPAT**

**SCHEME OF STUDIES & EXAMINATIONS**

**MBA 1<sup>st</sup> YEAR (SEMESTER– II)**

**ChoiceBasedCreditSystem(SchemeofStudies&Examinationw.e.f.2018-19)**

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam
			L	T	P						
DSC	MBA-102-C	Organizational Behavior	4	-	-	4	75	25	-	100	3 hours
DSC	MBA-104-C	Management Information System & E-Commerce	4	-	-	4	75	25	-	100	3 hours
DSC	MBA-106-C	Business Research Methods	4	-	-	4	75	25	-	100	3 hours
DSE		Elective Paper-I	4	-	-	4	75	25	-	100	3 hours
DSE		Elective Paper-2	4	-	-	4	75	25	-	100	3 hours
DSE		Elective Paper-3	4	-	-	4	75	25	-	100	3 hours
DSE		Elective Paper-4	4	-	-	4	75	25	-	100	3 hours
<b>Total</b>			<b>28</b>	<b>-</b>	<b>-</b>	<b>28</b>	<b>525</b>	<b>175</b>	<b>-</b>	<b>700</b>	

**Second Semester Electives**

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam
			L	T	P						
DSE	MBA-108-C	Corporate Finance	4	-	-	4	75	25	-	100	3 hours
DSE	MBA-110-C	Marketing Management	4	-	-	4	75	25	-	100	3 hours
DSE	MBA-112-C	Human Resource Management	4	-	-	4	75	25	-	100	3 hours
DSE	MBA-114-C	International Business	4	-	-	4	75	25	-	100	3 hours
DSE	MBA-116-C	Operations Management	4	-	-	4	75	25	-	100	3 hours
DSE	MBA-118-C	Fundamentals of Public Policy & Design	4	-	-	4	75	25	-	100	3 hours

Students should opt elective papers of that area of specialization which they want to study during 3rd and 4th semester. Specialization during 3rd semester will be offered only on the basis of the elective papers opted by the students during 2nd semester.

**SUMMER INTERNSHIP**

Immediately after the completion of the second semester examination, the students shall proceed for their Summer Internship of 4-6 week duration. The Summer Internship Report (SIR) prepared after the completion of Summer Internship shall be assessed in the third semester as a compulsory paper.



## Organizational Behavior MBA-102C

L T P Credit  
4 - - 4  
Time:3hours

External Theory Marks : 75  
Internal Marks : 25  
Total Marks : 100

### Course Objective:

To familiarize the students with basic organizational processes to bring about organizational behavior.

### Course Outcomes:

After completing the course students would be able to:

CO1: Understand the concepts, evolution, models of organizational behavior, individual behavior, attitude and values.

CO2:

Demonstrate the complexities associated with management of individual behavior and emotional intelligence in the organization.

CO3: Analyze the management of the group behavior in the organization.

CO4: Illustrate organizational processes including organizational climate, culture and organizational effectiveness.

### Course Contents:

#### Unit-

**I: Organizational Behavior:** Definition and concept of Organizational Behavior, nature and scope of OB, elements of OB, contributing disciplines to OB, challenges for OB, evolution of OB, models of OB; Individual behavior

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foundations of individual behavior, models of man; Attitudes concept, types and measurement of attitude; Values- concept, types and formation of values.

#### **Unit-II:** Individual processes: Perception-

concept, process, factors affecting perception, applications; Personality- concept, determinants, theories and applications; Learning – concept, theories, reinforcement; Emotions – types, sources, aspects, applications, Affective Events Theory, emotional intelligence; Motivation – concept and theories.

**Unit-III:** Group processes: Transactional Analysis; Group behavior – concept, types of groups, group development, group dynamics; Teams – meaning, types, team roles, difference between groups and teams, team effectiveness; Conflict- concept, sources, types, conflict management; Organizational power and politics - sources of power, acquisition of power, reasons for organizational politics and managing organizational politics.

**Unit-IV:** Organizational Processes: Organizational Climate - concept, dimensions and determinants; Organizational Culture - concept, types, creating, sustaining and changing culture; Organizational Change - concept, resistance to change, managing resistance to change, Lewin's



three- step model of change; Organizational Effectiveness -introduction, approaches and factors influencing OE.

#### Recommended Books:

1. Dr.S.S.Khanka, Organizational Behavior, S.Chand & Company Pvt.Ltd.
2. Robbins, S.P., T.A.Judge, Vohra, N. Organizational Behavior, Pearson Education.
3. Newstrom John W. Organizational Behavior: Human Behavior at Work, McGraw Hill Education.

#### Reference Books:

1. K.Aswhathappa, Organization Behavior, Himalaya Publishing House.
2. Luthans, F. Organizational Behavior, McGraw Hill Education.
3. PS.James, Organizational Behavior, Pearson Education.
4. Robbins, S.P., Judge, T.A., Sanghi, S., Essential of Organizational Behavior, Pearson Education.
5. Parikh and Gupta, Organizational Behavior, McGraw Hill Education.
6. McShane L.Steven, Glinow Mary Ann Von & Sharma Radha R. Organizational Behavior, McGraw Hill Education.
7. Dr.Jitender Kumar and Neha, Organisational Behavior and Human Resource Management, Khanna Publishers, New Delhi.





Management Information System & E  
Commerce  
MBA-104-C

L T P Credit  
4 - - 4  
Time:3hours

ExternalTheoryMarks : 75  
InternalMarks : 25  
TotalMarks : 100

**CourseObjective:**

To familiarize participants with the fundamental of management information systems & E-commerce and their application in effective business management.

**CourseOutcomes:**

After completing the course students would be able to:

- CO1: Learn basic concept of information systems, Information system for strategic advantage and strategic role for information system.
- CO2: Develop information systems and working of different information system applications in business.
- CO3: Understand basic concepts of e-commerce, framework, e-commerce models and major considerations in the development of e-commerce website.
- CO4: Describe online payment systems, ethical, social and political issues in e-commerce and knowledge of different e-commerce applications

**CourseContents:**

**Unit-**

**I:** Basic concept of information systems, Role of information systems in business, Managerial challenges, Types of information and their characteristics. Types of information systems, Information system for strategic advantage, strategic role for information system, breaking business barriers.

**Unit-**

**II:** Developing Information systems: system development approaches and methodologies, information system analysis, design, implementation and maintenance. System Testing and documentation, conversion methods, Information System Applications: Financial and Accounting information systems, Marketing information systems, HR information systems.

**Unit-III:** Introduction to E-Commerce: Basic concepts and framework, unique features of e-commerce, E-Commerce business models: Key elements of e-commerce business models, B2C business models, B2B business models, other emerging business models; major considerations in the development of e-commerce website; Factors in optimizing websites for performance.

**Unit-**

**IV:** Online Payment systems; Online Marketing Technologies; Ethical, social and political issues in e-commerce; E-Commerce Applications: Online Retailing; Online Content and Publishing; e-procurement and Supply Chain Management; Online auctions, e-commerce portals and Social networks and communities.



### RecommendedBooks:

1. Laudon,KennethC.andTraver,CarolG.,E-commerce:Business,Technology,Society,PearsonEducation.
2. O'BrienJames,Marakas,GeorgeandBehl,Ramesh,ManagementInformationSystems,McGrawHillEducation.
3. RaviKalakota,FrontierofElectronicCommerce,PearsonEducation.

### ReferenceBooks:

1. Laudon,KennethC.,Laudon,JaneP.andDass,Rajanish,ManagementInformationSystems:ManagingtheDigitalFirm ,PearsonEducation.
2. DeitelH.,DietelP.andSteinbuhlerK.,e-Businessande-CommerceforManagers,PearsonEducation.
3. Chaffey,Dave,E-BusinessandE-CommerceManagement,PearsonEducation.
4. Rayport,J.F.andJaworski,B.J.,Introductiontoe-commerce,McGrawHillEducation.







**Business Research  
Methods  
MBA-106-C**

L T P Credit  
4 - - 4  
Time:3hours

ExternalTheoryMarks : 75  
InternalMarks : 25  
TotalMarks : 100

**CourseObjective:**

To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision-making.

**CourseOutcomes:**

- After completing the course students would be able to:
- CO1: Understand the research basics, research process, problems and precautions for the researchers.
  - CO2: Learn problem defining techniques and about research design.
  - CO3: Describes sampling design, and methods of data collection.
  - CO4: Illustrated data coding, editing, tabulation, and various statistical tools for data analysis.

**CourseContents:**

**Unit-I:** Introduction: Meaning of research, objectives and types of research, Research approaches, Significance of Research, Research problems encountered by the researcher; Precautions to the researcher in India, Process of research: Steps involved in research process.

**Unit-II:** Defining the Research Problem – Meaning of research problem, selecting the research problem, Necessity of defining the problem and techniques of defining a problem. Concept of Research Design- Need for research design, Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs - concept, types and uses. Experimental Design: Causal relationships, Concept of Independent & Dependent variables, extraneous variable.

**Unit-III:** Sample Survey and Data collection: Sample design, Sampling and non-sampling errors, sample survey versus census survey. Types of sampling designs: Non-probability sampling, probability sampling and complex random sampling designs; Data Collection: Types of data and various methods of collecting data; Preparation of questionnaire and schedule; Precautions in preparation of questionnaire and collection of data.

**Unit-IV:** Analysis of data: Coding, editing and tabulation of data; various kinds of charts and diagrams used in data analysis. Concept of Hypothesis: Null and alternative hypothesis, steps for testing hypothesis. Brief introduction of various statistical tools for data analysis: Chi square, Correlation, Rank Correlation, Regression Analysis, Analysis of Variance and factor analysis. Report Preparation: Types and layout of research report; Precautions in preparing the research report.



#### RecommendedBooks:

1. Cooper&Schindler,“BusinessResearchMethods”,McGrawHillPublication,NewDelhi.
2. KothariC.R.&GauravGarg“ResearchMethodology”,NewAgeInternational(P)Ltd.Publishers,India.

#### ReferenceBooks:

1. Saunders,“ResearchMethodsforBusinessStudents”,PearsonEducation,NewDelhi.
2. NavalBajpai,“BusinessResearchMethods”,PearsonPublication,Noida,UttarPradesh.
3. Bryman,Alan&EmmaBell,“BusinessResearchMethods”,OxfordUniversityPress.
4. Walliman,Nicholas,“Socialresearchmethods”,SagePublications,NewDelhi.
5. Shenray&Pant.,“StatisticalMethodsInBusiness&SocialSciences”,Macmillan
6. DwivediR.S.,“ResearchMethodsInBehavioralSciences”,Macmillan.
7. UmaSekaran,ResearchMethodsforBusiness,WileyPublications





## CORPORATE FINANCE

### MBA-108-C

L T P Credit  
4 - - 4  
Time:3hours

ExternalTheoryMarks : 75  
InternalMarks : 25  
TotalMarks : 100

#### CourseObjective:

The purpose of this course is to acquaint the students with the broad framework of financial decision-making functions in a business organisation which will enable its wealth maximization.

#### CourseOutcomes:

After completing the course students would be able to:

CO1: Understand key decisions, i.e., investment, financing, dividend and working capital decision in financial management.

CO2: Apply knowledge in long term investment decision towards the value creation for the organization. CO3: Describe capital structure and its theories.

CO4: Illustrate the determinants of dividend policy, working capital management in business.

#### CourseContents:

**Unit-I:** Financial management—Meaning, scope and objectives of financial management, organisation of finance functions emerging role of finance managers in globalized business environment in India, time value of money, capital market-long term sources of finance and primary & secondary market, money market.

**Unit-II:** Investment Decision—importance, types, and evaluation techniques of investment decision and their applications, risk and uncertainty analysis in capital budgeting— types of risk and their relevance, risk evaluation techniques.

**Unit-III:** Financing Decision—cost of capital and its relevance in financial decision making, approaches of capital structure decision—NI, NOI, Traditional and MM approach, EBIT-EPS analysis.

**Unit-IV:** Dividend decision— types of dividend policy, factors affecting the dividend decision, dividend decision models— Walter's Model, Gordon's Model and Modigliani Miller Model and their relevance, Working Capital management decision— fundamentals of working capital, factors affecting working capital requirement, Management of cash, inventory and bills receivables in business organisation.

#### RecommendedBooks:

1. Pandey, I. M., Financial Management, Vikas Publication House Pvt. Ltd.
2. Sharan, V. Fundamentals of Financial Management, Pearson Education.
3. Van Horne and Wachowicz, Fundamentals of Financial Management, Pearson Education.
4. Khan, M. Y. and Jain, P. K., Financial Management: Text Problems and Cases, McGraw Hill Education.
5. Damodaran, A., Corporate Finance—Theory & Practice, Wiley Publication
6. Srivastava, Financial Management, Oxford University Press.
7. Higgins, Analysis for financial Management, McGraw Hill Education.
8. Ahuja, N. L., Dawar, V. & Arrawatia, R., Corporate Finance, PHI Learning Pvt. Ltd.





ReferenceBooks:

1. VanHorne&Dhamija,S.,FinancialManagementandPolicy,PearsonEducation.
2. BrealeyandMyers,PrinciplesofCorporateFinance,McGrawHillEducation
3. StephenA.Ross,WesterField,Jordan,FundamentalsofCorporateFinance,McGrawHillEducation.
4. Chandra,Prasanna,FinancialManagement,McGrawHillEducation.

Note:

Examinerwillseteightquestionsinall,selectingtwoquestionsfromeachunit.Studentswillattemptfivequestionsin all selecting onequestionfromeachunit.





**MARKETING MANAGEMENT**  
**MBA-110-C**

L T P Credit  
4 - - 4  
Time:3hours

ExternalTheoryMarks : 75  
InternalMarks : 25  
TotalMarks : 100

**CourseObjective:**

The purpose of this course is to develop and understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

**CourseOutcomes:**

After completing the course students would be able to:

CO1:

Identify the major forces in the macro and micro environment that impact marketing strategy development and implementation.

CO2: Analyze the market based on segmentation, targeting, positioning and consumer behavior. CO3: Make decisions on product, PLC, price and pricing decisions.

CO4: Understand the distribution channels, promotion mix and contemporary issues in marketing.

**CourseContents:**

**Unit-I:** Introduction, Definition, Importance and Scope of Marketing, Philosophies of Marketing Management, Elements of Marketing - Needs, Wants, Demands, Customer, Consumer, Markets and Marketers; Marketing Vs Selling, Consumer Markets and Industrial Markets. Concept of Marketing Management, Marketing - Mix, Functions of Marketing Management, Marketing Organisations, Qualities of Marketing Manager. Marketing Environment, Factors Affecting Marketing Environment, Marketing Information System and Marketing Research, Strategic Marketing Planning.

**Unit-**

**II:** Market Segmentation, Segmenting the Market, Benefits/Purpose and Limitations of Market Segmentations, Market Segmentation Procedure, Basis for Consumer / Industrial Market Segmentation. Market Targeting - Introduction, Procedure, Product Positioning - Introduction, Objectives, Usefulness, Differentiating the Product, Product Positioning Strategy, Consumer Behavior - Introduction, Importance & Process.

**Unit-III:** Marketing - Mix Decisions, Product Decisions, New Product Development - Concept and Necessity for Development, Failure of New Products, New Product Planning and Development Process, Product-Mix, Branding and Packaging Decisions, Product Life cycle - Stages and Strategies for Different Stages of PLC, Pricing Decisions, Pricing Objectives, Policies Methods of Setting Price, Pricing Strategies.

**Unit-IV:** Channels of Distribution for Consumer/ Industrial Products, Factors Affecting Channel



Distribution, Management of Channels: Current Trends in Wholesaling and Retailing, Retail Distribution System in India. Promotion: Promotion-mix, Advertising, Sales Promotion, Personal Selling, Publicity and Public Relations. A Brief Account of Marketing of Services, Rural Marketing, Electronic Marketing; Direct Marketing, International Marketing.

**Recommended Books:**

1. Kotler, P., Keller, K.L., Koshy, A., and Jha, M., "Marketing Management", Pearson Education.
2. Mullins, J., Walker, O., and Harper, B.J., "Marketing Management: A Strategic Decision-Making", McGraw-Hill Publication, Irwin.
3. Baines: Marketing, Oxford University Press.

**Reference Books:**

1. Etzel, M.J., Walker, B.J., Stanton, W.J., and Pandit, A., "Marketing: Concepts and Cases", Tata McGraw Hill, New Delhi.
2. Kurtz, D.L., and Boone, L.E., "Principles of Marketing", Thomson Learning.
3. Panda, Tapan, "Marketing Management", Excel Publication, New Delhi.
4. Lamb, Hair, McDaniel. "Marketing Management", Thomson Learning
5. Sherlaker, S.A. "Marketing Management", Himalaya Publishing House, New Delhi.
6. Kotler, P. & Armstrong, Gary. "Principles of Marketing", Pearson Education, New Delhi.
7. Ramaswamy & Namakumari. "Marketing Management", Macmillan Publication, New Delhi.





**HUMAN RESOURCE MANAGEMENT**  
**MBA-112-C**

L T P Credit  
4 - - 4  
Time:3hours

ExternalTheoryMarks : 75  
InternalMarks : 25  
TotalMarks : 100

**CourseObjective:**

To help the students develop an understanding of the management of human resources and develop abilities and skills required to manage them.

**CourseOutcomes:**

After completing the course students would be able to:

CO1: Understand the concept of HRM, scope, evolution and the changing environment of HRM. CO2: Learn about job design, job analysis, job evaluation, recruitment and selection.

CO3: Explain training & development and career planning.

CO4:

Describe performance and potential appraisal, compensation, industrial relations and contemporary issues.

**CourseContents:**

**Unit-I:** Human Resource Management - meaning, definition, objectives and scope of HRM, evolution of HRM, Difference between Personnel Management and HRM, HRM functions, role of personnel manager and HR manager, qualities of HR Manager, line Versus staff authority of HRM, changing environment of HRM.

**Unit-II:** Job Design: definition, methods, factors effecting job design, Job analysis: definition, process, methods of job analysis, job evaluation: concept, objectives and methods. HR planning: concept, objectives, need and importance, process of HRP. Recruitment: definition, objectives and sources of recruitment. Selection: introduction, selection process, difference between recruitment and selection. Placement, induction and socialization.

**Unit-III:** Training and Development: meaning and importance need for training, process and methods of training. Internal mobility and separation. Career Planning: Introduction, Stages, Career Planning process, Career Development, Career Management-model.

**Unit-IV:** Performance Appraisal: meaning, purpose process and methods. Potential appraisal. Industrial Relations: concept, scope, objectives and approaches of IR. Compensation: introduction, types and theories. Incentives and benefits. Human resource Accounting (HRA), Human resource information system (HRIS).



### Recommended Books:

1. PravinDurai, HumanResourceManagement, PearsonEducation.
2. S.S.Khanka, HumanResourceManagement, S.Chand&CompanyPvt.Ltd.
3. K.Aswathappa, HumanResourceManagement, McGrawHillEducation.
4. Dr.JitenderKumarandNeha, OrganisationalBehaviorandHumanResourceManagement, KhannaPublishers, NewDelhi

### Reference Books:

1. GaryDessler, AFrameworkforHumanResourceManagement, PearsonEducation.
2. Ivancevich, HumanResourceManagement, McGrawHillEducation.
3. GaryDessler&BijuVarkkey, HumanResourceManagement, PearsonEducation.
4. BiswajeetPattanayak, HumanResourceManagement, PHI LearningPvt.Ltd.







**INTERNATIONAL BUSINESS**

**MBA-114-C**

L T P Credit  
4 - - 4  
Time:3hours

ExternalTheoryMarks : 75  
InternalMarks : 25  
TotalMarks : 100

**CourseObjective:**

Theobjectiveistoimpartknowledgeandskillofanalysisofoperationalprocessesofbusinessbetweentwoormorenations.

**CourseOutcomes:**

Aftercompletingthecoursestudentswouldbeableto:

CO1: Learntheconceptsofinternationalbusiness,entrymodesandtariffissues.

CO2:

Analyzetheoreticaldimensionsofinternationalmodels,foreigndirectinvestmentandcontrolprocedures.

CO3: Criticallyexamineinternationaltradetheories,balanceofpaymentaccountanditscomponents.

CO4:

UnderstandtheroleplayedbyvariousinternationaleconomicorganizationssuchastheWTO,U  
NCTAD,  
IMFand WorldBank.

**CourseContents:**

**Unit-I:** Introduction to International Business; meaning of International Management; domestic business versusinternationalbusiness;ReasonsforGoingInternational,InternationalEntryModes-theirAdvantagesandDisadvantages, process of internationalization, Strategic decision in International Business; Tariff and non-tariffBarriers.

**Unit-II:** International business Competitive strategies: Porter’s model; Prahalad and Doz’s strategy  
ForeignDirectinvestment&ForeignInstitutionalInvestment;Internationalorganisationandcontrol;  
Organisationalstructures;Controlprocedures;Locationofdecision-making,RoleofSubsidiaries,  
OrganisationalControl.

**Unit-III:** International Trade:Theoriesof International Trade- Absolute Advantage Theory,Comparative CostTheory, Opportunity Cost Theory, Hecksher-Ohlin Theory, Vernon’s Theory of International Product Life Cycle.Balance of trade and balance of payments: Constituents of Capital Account and Current Account, Reasons andremedies for AdverseBalanceofPayment;ConvertibilityofCapitalAccount.

**Unit-**

**IV:**InternationalMonetaryFund,AsianDevelopmentBankandWorldBank,FinancialMarketsandInstruments–IntroductiontoExportandImportFinance–MethodsofpaymentinInternationalTrade– IntroductiontocurrentEXIMpolicy.BilateralandMultilateralTradeLaws– GeneralAgreementonTradeandTariffs(GATT), WorldTradeOrganization –IPR,TRIPS,TRIMS, GATS.



**RecommendedBooks:**

- 1.Aswathappa,K.“InternationalBusiness”,TataMcGraw-Hill,NewDelhi.

**ReferenceBooks:**

1. CharlesW.L.Hill,“InternationalBusiness”,TataMcGrawHillCo.Ltd.,NewDelhi.
2. SharanV.,“InternationalFinancialManagement”,PrenticeHallofIndia,NewDelhi.
3. PaulJ,“InternationalBusiness”,PrenticeHallofIndia,NewDelhi.
4. DereskyH,“InternationalBusiness”,PrenticeHallofIndia,NewDelhi.
5. RakeshMohanJoshi,InternationalBusiness,OxfordUniversityPress.
6. Daniels,J.,Radebaugh,L.,andSullivan,D,“InternationalBusiness”,Prentice-Hall,NewDelhi.





**OPERATION MANAGEMENT**  
**MBA-116-C**

L T P Credit  
4 - - 4  
Time:3hours

ExternalTheoryMarks : 75  
InternalMarks : 25  
TotalMarks : 100

**CourseObjective:**

The objective is to get the students acquainted with the design aspects of operations and material management and to develop relevant skill.

**CourseOutcomes:**

After completing the course students would be able to:

CO1: Understand the basics of operations management, plant location and plant layout.

CO2: Learn the concept of production, planning & control, scheduling and network analysis techniques. CO3:

Describe material management, inventory control techniques and maintenance management.

CO4: Illustrate quality management and advanced manufacturing technologies.

**CourseContents:**

**Unit-I:** Introduction to operations Management: Objectives, Functions & Scope, types of production systems, operations strategy; Facility Planning, Factors Affecting Plant location & plant layout; Tools and Techniques used for Plant Layout Planning.

**Unit-II:** Production Planning and Control Process Planning, Aggregate Production Planning, Capacity

Planning: Introduction, Capacity Planning; Product Design, and Development; Project Scheduling, Network Diagrams, Critical Path Method (CPM), Critical Path Method: Problems, Critical Path Method: Problems. Program Evaluation and Review Technique (PERT), Sales forecasting, Forecasting system- Qualitative & Quantitative methods.

**Unit-III:** Materials Management-

Concepts, Objectives, Functions, Materials Requirement Planning (MRP)-I, Materials Requirement Planning (MRP)-II Purchasing Management - Objectives; Functions; Methods; Procedure Management - Types of Stores; Functions; Coding Methods. Value Analysis – Concepts Inventory Management – Objectives, Factors, Process, Inventory control techniques- ABC, VED, EOQ, SED, FSN analysis. Maintenance Management- Concepts; Objectives; Functions; Types of Maintenance.

**Unit-**

**IV:** Quality management: Introduction; Meaning, Concept of Quality, Total Quality Management (TQM), Total Productive Maintenance (TPM), Statistical Quality Control (SQC), concept of Six Sigma and its application; Advanced Manufacturing Technologies: Just in Time (JIT), Kanban System, Enterprise Resource Planning (ERP), TOC, Lean/Green Manufacturing, WCM etc. and safety concepts.



### Recommended Books:

1. R.Paneerselvam, Production & Operations Management; PHI; New Delhi
2. Mahadevan, B.; Operations Management – Theory and Practice; Pearson Education; New Delhi
3. Bedi, Production & Operations Management, 2/e, Oxford University Press.

### Reference Books:

1. K.N. Dervitsiotis, Operation Management, McGraw-Hill International Company.
2. R.S. Russell, and B.W. Taylor, Operations Management, Pearson Education
3. Gaither, Norman & Frazier, Greg, Operations Management, Thomson Learning, New Delhi
4. Krajewski, Lee J. & Ritzman, Larry P.; Operations Management – Processes and Value Chains; Pearson Education; New Delhi





**Fundamental of Public Policy & Design**

**MBA-118-C**

L T P Credit  
4 - - 4  
Time:3hours

ExternalTheoryMarks : 75  
InternalMarks : 25  
TotalMarks : 100

**CourseObjective:**

The study of Public Policy aspires to provide an in-depth understanding of the ills prevailing in the society and aid to identify the solutions for them. Public Policy is an important mechanism for moving a social system from the past to the future and help to cope with the future.

**CourseOutcomes:**

After completing the course students would be able to:

CO1: Demonstrate the basics of public policy, evolution and models.

CO2: Analyse Indian constitutional framework for policy making and role of influencing agencies. CO3: Gain knowledge to address the issues in public policies and its successful implementation. CO4:

Describe the procedure for policy monitoring and evaluation.

**CourseContents:**

**Unit-I:** Introduction Concepts of Public and Policy - Nature, Scope and Significance of Public Policy – Definition and Types of Public Policy: Regulatory, Welfare, Distributive and Redistributive – Evolution of Public Policy Studies – Public Policy Cycle, Models of Public Policy: Systems Model, Harold Lasswell, Herbert Simon, and Charles Lindblom.

**Unit-II:** Indian constitutional framework for policy making – Institutional Factors: Legislature, Executive, Judiciary, Planning Commission and National Development Council – Other Forces in policy making: Public Opinion, Political parties, Pressure groups, Media and Professional Bodies - External Influencing Agencies: UNDP, WHO, ILO, UNEP, ADB, World Bank, and IMF - Policy Making process.

**Unit-III:** Policy Implementation: Public Policy Delivery Agencies and Implementers, Aspects of Policy Design for Implementation, Modes of Policy Delivery and Implementation, Problems in Public Policy Implementation: Conceptual, Political and Administrative Problems, Conditions for Successful Implementation.

**Unit-**

**IV:** Policy Monitoring and Evaluation: Approaches and Techniques, Constraints in Policy Monitoring, Measures for Effective Policy Monitoring - Policy Evaluation: Role, Process and Criteria, Types of Evaluation, Evaluating Agencies – Problems in Policy Evaluation, Public Policies - Population Policy, Education Policy, Health Policy, Impact of Globalization on Policy Making.





### Recommended Books:

1. PrabirKumarDe,PublicPolicy andSystems,PearsonEducationIndia,NewDelhi,2012.
2. RKSapru,PublicPolicy–Formulation,ImplementationandEvaluation,SterlingPublishersPvt.Limited.,NewDelhi, 2010.
3. RVVaidyanathaAyyar,PublicPolicyMakinginIndia,PearsonEducationIndia,NewDelhi,2009.

### Reference Books:

1. WilliamNDunn,PublicPolicyAnalysis–AnIntroduction,PrenticeHall,NewJersey,1994.
2. ThomasDye,UnderstandingPublicPolicy,PrenticeHall,NewJersey,1995.
3. JamesAnderson,PublicPolicyMaking:AnIntroduction,HoughtonMifflin,2003.
4. MichaelHillandPeterHupe,ImplementingPublicPolicy,Sage,2002.

