



Tulsiramji Gaikwad-Patil College of Engineering and Technology

Wardha Road, Nagpur-441 108

NAAC A+ Accredited

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)



Department of Master of Business Administration

Structure & Curriculum

From

Academic Year 2023-24

Institute Vision & Mission

Vision:

To emerge as a learning Center of Excellence in the National Ethos in domains of Science, Technology and Management.

Mission:

- To strive for rearing standard and stature of the students by practicing high standard of professional ethics, transparency, and accountability.
- To provide facilities and services to meet the challenges of industry and society.
- To facilitate socially responsive research, innovation and entrepreneurship.
- To ascertain holistic development of the students and staff members by inculcating knowledge and profession as work practices.

Department Vision & Mission

Vision:

To become learning centre for management by producing professionally committed managers who will contribute in positive sense towards society and nation building at large.

Mission:

- To be an epitome for higher learning by developing effective leaders and entrepreneurs who anticipate, analyze & manage contemporary as well as emerging business and social issues.
- To ensure sustainable growth in association with Industry leaders, Professional bodies, Local community and International organizations

Program Outcomes (POs)

- PO1.** Apply knowledge of management theories and practices to solve business problems.
- PO2.** Foster Analytical and Critical thinking abilities for data-based decision making.
- PO3.** Ability to develop Value Based Leadership ability.
- PO4.** Ability to understand, analyze and communicate global, economic, legal, and ethical areas of business.
- PO5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Program Specific Outcomes (PSOs)

- PSO1:** Apply multidisciplinary domain knowledge comprising of international business, accounting, finance, operations, marketing and human resources management to select suitable project proposal for a business enterprise.
- PSO2:** Apply the conceptual and practical business knowledge to identify and solve organizational problems using a systematic and analytical decision-making approach.

Program Education Objectives (PEOs)

- PEO1:** Apply problem-solving skills for ethical management practices in public and private sectors to meet the growing expectations of stakeholders.
- PEO2:** Exhibit the ability to take part in team-oriented tasks, discussions, and activities that prepare individuals to work as a team member as well as a leader with cross-functional teams.
- PEO3:** Demonstrate global perspectives to recognize and effectively turn international business dimensions into innovative business projects either as intrapreneur or entrepreneur



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Scheme of Instructions for Second Year Master of Business Administration


Semester – IV (w.e.f.: AY 2022-23)

| Sr. No | Course Category | Course Code | Course Title | L | T | P | Total Contact Hrs | Credits | Exam Scheme | | | | |
|--------|-----------------|---------------------|--|----|---|----|-------------------|-----------|-------------|--------|-----|-----|-------|
| | | | | | | | | | CT - 1 | CT - 2 | CA | ESE | TOTAL |
| 1 | MCC | MMB2401 | MOOCs | - | - | - | - | 3 | - | - | - | - | 100 |
| 2 | PROJ | MMB2402 | Viva-Voce (Assessment by External Examiner) | - | - | 20 | 20 | 15 + 02\$ | - | - | - | 50 | 200 |
| | | | Project defense through Presentation (Assessment by External Examiner) | - | - | | | | - | - | - | 50 | |
| 3 | PROJ | MMB2403 | Overall Project Valuation (Assessment by Internal Examiner) | - | - | | | | - | - | 100 | - | |
| 4* | PEC | MMB2404- MMB2411 | Specialization -IV | 40 | - | - | 40 | 4 | 15 | 15 | 10 | 60 | 100 |
| 5# | PEC | MMB2404- MMB2411 | Specialization -IV | 40 | - | - | 40 | 4 | 15 | 15 | 10 | 60 | 100 |
| Total | | | | 80 | - | 20 | 100 | 28 | 30 | 30 | 120 | 220 | 500 |


TA/CA- Teacher Assessment / Continuous Assessment

ESE- End Semester Examination (For Laboratory: End Semester Performance)

- * - Indicates Specialization 1.
- # - Indicates Specialization 2
- \$ - Indicates Internal (Project Progress Seminar, etc.)


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College Of Engineering
and Technology, Nagpur


Principal
Tulsiramji Gaikwad-Patil
College Of Engineering &
Technology, Nagpur



List of Specialization

| Specialization | Semester – I | | Semester – II | | Semester – III | | Semester – IV | |
|---------------------------------|--------------|--|---------------|------------------------------------|----------------|---|---------------|---|
| | Code | Subject | Code | Subject | Code | Subject | Code | Subject |
| Human Resource Management | MMB1107 | Training And Development | MMB1208 | Performance Management | MMB2303 | Strategic HRM | MMB2404 | Industrial Relations And Labor Legislations |
| Marketing Management | MMB1108 | Sales And Distribution Management | MMB1209 | Digital And Social Media Marketing | MMB2304 | Integrated Marketing Communication and Brand Management | MMB2405 | International Marketing Management |
| Finance Management | MMB1109 | Investment analysis & Portfolio Management | MMB1210 | Project Appraisal And Finance | MMB2305 | Insurance & Wealth Management | MMB2406 | Financial Derivatives & Corporate Taxation |
| Operation Management | MMB1110 | Logistics And Supply Chain Management | MMB1211 | Operations Research | MMB2306 | Quality Toolkit for Managers | MMB2407 | Transportation And Operations planning |
| Business Analytics | MMB1111 | Big Data Analytics | MMB1212 | Data Visualization For Managers | MMB2307 | Data Science Using R | MMB2408 | Web & Social Media Analytics |
| Entrepreneurship Development | MMB1112 | Entrepreneurial Theory & Practice | MMB1213 | Business Plan Formulation | MMB2308 | Family Business Management | MMB2409 | Social Entrepreneurship |
| Information Technology | MMB1113 | Data Base Administration | MMB1214 | E- Governance | MMB2309 | Internet Marketing | MMB2410 | Web Designing & Multimedia |
| Agriculture & Rural Development | MMB1114 | Rural Development Program | MMB1215 | Agricultural Development in India | MMB2310 | Rural Finance & Services | MMB2411 | Agricultural Marketing & Price Analysis |



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Scheme of Instructions of Master of Business Administration


(w.e.f.: AY 2023-24)

Comparison of Credit in the form of Percentage

| Course Component | Curriculum Content (%of total number of credits of the program) | Total number of credits |
|--|--|--------------------------------|
| Program Core | 38% | 39 |
| Program Electives | 31% | 32 |
| Summer Project, Internships/Seminars, Final Dissertation | 27% | 27 |
| Any Other (MOOCS) | 4% | 04 |
| Total number of Credits | | 102 |

List of Moocs Courses and Category:- Management & Commerce

| Sr. No | Title of Moocs | Sr. No | Title of Moocs |
|---------------|-------------------------------|---------------|-------------------------------|
| 1 | Accountancy | 9 | HRM & Organizational Behavior |
| 2 | Analytics & Decision Sciences | 10 | Management Information System |
| 3 | Banking & Insurance | 11 | Management Communication |
| 4 | Business Administration | 12 | Marketing Management |
| 5 | Computer Applications | 13 | Productions & Operations |
| 6 | Economics & Social Sciences | 14 | Public Policy |
| 7 | Entrepreneurship | 15 | Taxation |
| 8 | Finance | | |


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Program: Master of Business Administration

Semester - IV **MMB2404** **Industrial Relations And Labor Legislations**

| Teaching Scheme | | Examination Scheme | |
|--|------------|--------------------|-----------|
| Theory | 4 Hrs/week | CT-I | 15 Marks |
| Tutorial | - | CT-II | 15 Marks |
| Total Credits | 4 | CA | 10 Marks |
| Duration of ESE: 3 Hrs. | | ESE | 60 Marks |
| Pre-Requisites: Human Resource Management, Organizational Behavior | | Total Marks | 100 Marks |

Course Contents

| | |
|-----------------|---|
| Unit I | Industrial Relations: Concept of IR, Background to IR, Evolution of IR in India. Trade Unions: Concept of Trade Unions, Trade Union Movement in India, Employers' Associations, Functions of Trade Unions, Types & Structure of Trade Unions |
| Unit II | Industrial Conflicts: Concept of Industrial Conflicts/ Disputes, Classification of Industrial Dispute, Causes & Impact of Industrial Dispute, Strikes & Lockouts, Sexual Harassment: Legal Perspective |
| Unit III | Collective Bargaining: Definition, importance, types ,prerequisites of effective collective Bargaining & Collective Bargaining in India; Workers Participation: Concept & meaning, Aims & objective, Forms & levels of participation, conditions essential of working of the scheme. |
| Unit IV | Wage Legislations: Payment of Wages Act 1936, Minimum Wages Act 1948, Payment of Bonus Act 1965 |
| Unit V | Social Security Legislations: Workman's Compensation Act 1923 , Employees State Insurance Act 1948, Employees Provident Fund Act 1952, Payment of Gratuity Act 1972, Maternity Benefit Act, 1961 |

Text Books

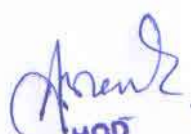
| | |
|-----|--|
| T.1 | Mamoria Gankar Dynamics of IR, Himalaya Publishing House |
| T.2 | B.D. Singh Industrial Relations & Labour Legislations, Excel Publications. |

Reference Books


| | |
|-----|---|
| R.1 | A M Sarma, Industrial Jurisprudence and Labour Legislation, Himalaya Publishing |
| R.2 | P.K.Padhi, House Labour & Industrial Legislation, Prentice Hall India. |

Useful Links

| | |
|---|---|
| 1 | https://nptel.ac.in/courses/110/101/110101153/ |
|---|---|


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| | Course Outcomes | CL | Class Sessions |
|-----------|---|----|----------------|
| MMB2404.1 | Acquire current Industrial Relation Legislative Proposals and Impact of Labor Laws on Human Resource Management. | 3 | 8 |
| MMB2404.2 | Determine the Industrial Conflicts. | 4 | 8 |
| MMB2404.3 | Discuss the importance and practices to be adopted for workers participation and Collective Bargaining. | 3 | 8 |
| MMB2404.4 | Design Wage legislation. | 3 | 8 |
| MMB2404.5 | Explain social security legislations. | 6 | 8 |


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Program: Master of Business Administration

Semester - IV **MMB2405** **International Marketing Management**

| Teaching Scheme | | Examination Scheme | |
|---|------------|--------------------|------------------|
| Theory | 4 Hrs/week | CT-I | 15 Marks |
| Tutorial | - | CT-II | 15 Marks |
| Total Credits | 4 | CA | 10 Marks |
| Duration of ESE: 3 Hrs. | | ESE | 60 Marks |
| Pre-Requisites: Organization Management, Marketing Management, Business Ethics, International Business | | Total Marks | 100 Marks |

Course Contents

| | |
|-----------------|---|
| Unit I | Introduction of International Marketing - Definition, Features of International Marketing, Basis of International Marketing, Trends in International Marketing, Issues in transcending International Boundaries, Intellectual Property Protections. |
| Unit II | Planning for International Marketing - Introduction, Global Marketing a Need of the Day, International Marketing Plan, Mode of Payment, Methods of Payment on Import, Consignment Purchase, Cash in Advance (Pre-payment), Down Payment, Open Payment, Documentary Collections, Letter of Credit |
| Unit III | International Marketing Mix - Identification of Market, Consumer Index, Global Product policy Decisions, promotion, pricing, distribution strategy |
| Unit IV | International Service Sector Marketing – Introduction, GATS Principles, Standardization of International Services, Service Quality, Measurement of Service Quality, International Direct Marketing & Social Media Marketing |
| Unit V | Global Branding - Attributes, Benefits, Values, Culture, Personality, User, Global Brand Development, Implication of Brand Equity concept, Global Branding opportunities and challenges.. |

Text Books

| | |
|-----|--|
| T.1 | International Marketing, 2nd Edition, Rakesh Mohan Joshi, Oxford University Press ISBN-13: 978-019807702 |
| T.2 | International Marketing, 4th Edition, R. Srinivasan, PHI Learning, ISBN-13: 978-8120352384 |
| T.3 | Global Marketing Management, 8e, Warren J Keegan, Pearson Education, ISBN-13: 978-933258432 |

Reference Books

| | |
|-----|---|
| R.1 | International Marketing Management, Subhash Jain, CBS; 3 edition, ISBN-13: 978-8123912752 |
| R.2 | Ambrish Gupta: "Financial Accounting Management and Analytical Perspective", Pearson Education-2009 |
| R.3 | Sehgal, "Accounts for Management", Taxmann Publication Pvt. Ltd |

Useful Links

| | |
|---|---|
| 1 | https://nptel.ac.in/courses/110/101/110101131/ |
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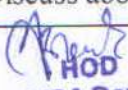
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| | Course Outcomes | CL | Class Sessions |
|-----------|--|----|----------------|
| MMB2405.1 | Differentiate between domestic marketing and international marketing and understand clearly features of International Marketing | 3 | 8 |
| MMB2405.2 | Explain the planning, & various procedures in International marketing. | 4 | 8 |
| MMB2405.3 | Develop Global Product Policy decisions | 6 | 8 |
| MMB2405.4 | Design strategies for International Service Sector Marketing | 6 | 8 |
| MMB2405.5 | Design functional level strategies for Global Branding. | 6 | 8 |


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| Program: Master of Business Administration | | | | |
| Semester - IV | MMB2406: Financial Derivatives & Corporate Taxation | | | |
| Teaching Scheme | | | Examination Scheme | |
| Theory | 4 Hrs/week | | CT-I | 15 Marks |
| Tutorial | - | | CT-II | 15 Marks |
| Total Credits | 4 | | CA | 10 Marks |
| Duration of ESE: 3 Hrs. | | | ESE | 60 Marks |
| Pre-Requisites: Financial Management | | | Total Marks | 100 Marks |
| Course Contents | | | | |
| Unit I | Definition of Income & Assessee :Previous year, Assessment year, Residential status, Gross total income, Total taxable income under five heads, , Agricultural income, simple problems on computation of taxable income under the head salary | | | |
| Unit II | Income from Business & Profession : Distinction between capital and revenue receipts capital & revenue expenditure, Computation of income under the head Business & Profession (company assessee only).. | | | |
| Unit III | Income from capital gains & other sources : Meaning & computation of income from capital gains and income from other sources (relating to company assessee only). | | | |
| Unit IV | Income exempt from tax : Tax rebates, types of companies recognized by Income Tax Act, Deductions relating to company assessee of chapter VI., TDS, Filing of return,. | | | |
| Unit V | Tax planning : Set off & Carry forward of losses, Advanced tax, MAT, Self assessment tax., GST: Meaning and definition, taxable event of GST, Constitutional provision, levy and collection, composite scheme, time of supply , place of supply, valuation , input tax credit, registration, reverse charge mechanism, return. Computation of tax liability. | | | |
| Text Books | | | | |
| T.1 | Ahuja, & Gupta, (2015). Systematic Approach to Income Tax, Bharat Law House | | | |
| T.2 | V. S Datey, (2015) Indirect Taxes, Taxmann Publications | | | |
| Reference Books | | | | |
| R.1 | Bhagwati Prasad, (2015). Direct Taxes Law & Practice, WishwaPrakashan | | | |
| R.2 | V. K., Singhania, KapilSinghania, Monica Singhania, (2015). Students guide to Direct Taxes, Taxmann Publications | | | |
| Useful Links | | | | |
| 1 | https://nptel.ac.in/courses/110/105/110105156/ | | | |
| | Course Outcomes | | CL | Class Sessions |
| MMB2406.1 | Apply the concepts and laws of direct and indirect taxes in practical life. | | 3 | 8 |
| MMB2406.2 | Compute the amount of tax under the various heads of direct tax. | | 4 | 8 |
| MMB2406.3 | Analyze the impact of tax imposition on financial position of business | | 4 | 8 |
| MMB2406.4 | Evaluate the tax planning and tax assessment for formulating the financial policies of the organization. | | 5 | 8 |
| MMB2406.5 | Discuss about taxation policy and GST | | 6 | 8 |


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Program: Master of Business Administration

Semester - IV **MMB2407: Transportation and Operation Planning**

| Teaching Scheme | | Examination Scheme | |
|--|------------|--------------------|------------------|
| Theory | 4 Hrs/week | CT-I | 15 Marks |
| Tutorial | - | CT-II | 15 Marks |
| Total Credits | 4 | CA | 10 Marks |
| Duration of ESE: 3 Hrs. | | ESE | 60 Marks |
| Pre-Requisites: Operation Management, Quantitative Techniques, Operation Research, Logistic and supply chain Management | | Total Marks | 100 Marks |

Course Contents

| | |
|-----------------|---|
| Unit I | Transportation: Fundamental of transportation, Relationship of transportation to other business functions, Modes of transportation, Transport mode selection, methods – transport costs, transport regulations, intra and interstate transport of goods. Transport Industry in India, Trends in Modern Transport, Transport organization: Functions, structure, and hierarchy. |
| Unit II | Channels of distribution: Distribution Channels, channel functions – channel structure – designing distribution channel – choice of distribution channels – factors effecting choice of distribution channels .Functions of intermediaries, types of intermediaries, variables in selecting channel members, motivating, training, evaluating channel members, modifying channel arrangements. |
| Unit III | Physical Distribution: Definition, Need and functions of physical distribution, Factors affecting physical distribution, A system perspective. Physical distribution trends in India, – rising costs& need for control, Cost reduction Opportunities, complexities of physical distribution, conflict resolution Information Technology for Supply Chain: History, concept and need for IT, IT application for supply chain, Enabling supply chain through IT, Service oriented architecture (SOA), RFID |
| Unit IV | Aggregate Planning – Need for Aggregate Production planning, Capacity adjustments, Basic Strategies, Level and Chase Strategies MPS and MRP – Concepts of MPS and MRP, Bill of Materials, Capacity requirement planning, Relation between MPS,CRP and MRP |
| Unit V | Distribution Planning – Sales Orders, Lead time considerations, Inventory analysis and distribution planning, Use of ERP Green Logistics: Environment Sustainability, rhetoric and reality Model, measuring the environmental impact of freight transport EURO and BS -6 norms, Arguments for and against the internalization of environmental costs, Monetary valuation of environmental costs. |

Text Books

| | |
|-----|--|
| T.1 | Basics of distribution management: a logistics approach by satish k. Kapoor, purvakansal |
| T.2 | Logistics and Supply Chain Management, MacMillan 2003, 1st Edition |

Reference Books


| | |
|-----|---|
| R.1 | Logistics Operations and Management: Concepts and Models edited by Reza Farahani, Shabnam Rezapour, Laleh Kardar |
| R.2 | Green Logistics: Improving the Environmental Sustainability of Logistics edited by Alan McKinnon, Michael Browne, Anthony Whiteing, Maja Piecyk |

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Useful Links

1 <https://nptel.ac.in/courses/110/101/110101131/>

| | Course Outcomes | PO/PSO | CL | Class Sessions |
|-----------|--|---------------------------|----|----------------|
| MMB2407.1 | Discover the importance of logistics in the formation of business strategy and the conduct of supply chain operations. | PO1,PO2,PO4,PO5,PSO1,PSO2 | 3 | 8 |
| MMB2407.2 | Evaluate various cost measures in transportation techniques. | PO1,PO2,PO4,PO5,PSO1,PSO2 | 5 | 8 |
| MMB2407.3 | Determine the factors of physical distribution. | PO1,PO2,PO4,PO5,PSO1,PSO2 | 5 | 8 |
| MMB2407.4 | Examine the use of information technology in different areas in logistics management. | PO1,PO2,PO4,PO5,PSO1,PSO2 | 4 | 8 |
| MMB2407.5 | Analyze the need of recent trends in logistics like Green logistics. | PO1,PO2,PO4,PO5,PSO1,PSO2 | 4 | 8 |


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Program: Master of Business Administration

Semester - IV MMB2408: Web & Social Media Analytics

| Teaching Scheme | | Examination Scheme | |
|--|------------|--------------------|-----------|
| Theory | 4 Hrs/week | CT-I | 15 Marks |
| Tutorial | - | CT-II | 15 Marks |
| Total Credits | 4 | CA | 10 Marks |
| Duration of ESE: 3 Hrs. | | ESE | 60 Marks |
| Pre-Requisites: Computer, Information Technology | | Total Marks | 100 Marks |

Course Contents

| | |
|-----------------|--|
| Unit I | Choosing Right Tools for Website : Paradox of data, Defining Web Analytics 2.0 over Click Stream Analysis, Four steps approach for the predetermined success for a website, |
| Unit II | New Web Analytics 2.0 Mindset: Eight Critical web Metrics. Click Stream Analysis, Best Web Analytics Reports |
| Unit III | Leveraging Qualitative Data : Lab usability studies, Usability alternatives, Surveys & Web Enabled User Research Options, Power of Testing & Experimentation. |
| Unit IV | Mobile & Social Media Analytics : Measuring New Social Web - Data Challenge, Analysing Off Line Customer Experiences, Analyzing Mobile User Experiences, Measuring the success of blogs, Quantifying the success of Twitter. |
| Unit V | Website Outcome - Goal Completion, Goal Value, Goal Conversion Rate, Goal abandonment Rate, Goal Reports, Goal Reports, E-Commerce, Shopping Analysis, Product Performance, Sales Performance, affiliate Marketing, Customer Loyalty |

Text Books

| | |
|-----|--|
| T.1 | Web Analytics 2.0 By Avinash Kaushik, Wiley International Inc, Publishing House, |
| T.2 | Social Media Analytics 1/e, Ganis/Kohirkar, Pearson Education India; First edition., ISBN-13: 978-9332578463 |

Reference Books

| | |
|-----|---|
| R.1 | Big Data Analytics Using Splunk: Deriving Operational Intelligence from Social Media, Machine Data, Existing Data Warehouses, and Other Real-Time Streaming Sources (Expert's Voice in Big Data), Peter Zadrozny & Raghu Kodali, Apress; 1st ed. Edition, ISBN-13: 978-1430257615 |
| R.2 | Web Analytics Action Hero: Using Analysis to Gain Insight and Optimize Your Business, 1e, Brent Dykes, Pearson Education India, ISBN13: 978-933250220 |

Useful Links

| | |
|---|---|
| 1 | https://nptel.ac.in/courses/110/101/110101131/ |
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| | Course Outcomes | | CL | Class Sessions |
|-----------|--|---------------------------|----|----------------|
| MMB2408.1 | Choose the right tools for website design for measured outcomes | PO1,PO2,PO4,PO5,PSO1,PSO2 | 3 | 8 |
| MMB2408.2 | Construct a modern metrics of better performance from eight specific metrics for web performance. | PO1,PO2,PO4,PO5,PSO1,PSO2 | 3 | 8 |
| MMB2408.3 | Develop a model for moving quickly from data to actions on a particular website | PO1,PO2,PO4,PO5,PSO1,PSO2 | 4 | 8 |
| MMB2408.4 | Develop the model for measuring the success of a Mobile & Social Media Campaign. | PO1,PO2,PO4,PO5,PSO1,PSO2 | 4 | 8 |
| MMB2408.5 | Develop a model for the website Outcome. | PO1,PO2,PO4,PO5,PSO1,PSO2 | 3 | 8 |



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Semester - IV **MMB2409** **Social Entrepreneurship**

| Teaching Scheme | | Examination Scheme | |
|---|------------|--------------------|-----------|
| Theory | 4 Hrs/week | CT-I | 15 Marks |
| Tutorial | - | CT-II | 15 Marks |
| Total Credits | 4 | CA | 10 Marks |
| Duration of ESE: 3 Hrs. | | ESE | 60 Marks |
| Pre-Requisites: Agriculture development | | Total Marks | 100 Marks |

Course Contents

| | |
|-----------------|--|
| Unit I | Concept of Social Enterprise, Purpose, Motivation, Characteristics of Social Entrepreneurs, Success Factors of Social Enterprise . |
| Unit II | Social Entrepreneurship: Socio-Economic Issues and challenges in Indian Context, Concept of Sustainability, Sustainable Development Goals , Opportunity Recognition in Social Enterprise |
| Unit III | Social Entrepreneurship Business Models: Profit-Purpose Tension (PPT), Profit-Purpose Alignment (PPA) and Philanthropic; Business Model Innovation |
| Unit IV | Forms of Social Enterprise: Profit and non-profit Proprietorships, Partnership , company ,Non-Governmental organization - Society – Trust and Company (sec. 25) registration, Selection of forms of Social Enterprise |
| Unit V | Case Studies in Social Entrepreneurship: 1. Micro Finance: A Case of Grameen Bank, Bangladesh; 2. Population Services International, the US-based NGO's War on AIDS: Making the Marketing Mix, the Myanmar Way; 3. Aravind Eye Hospitals: A Case in Social Entrepreneurship |

Text Books

| | |
|-----|--|
| T.1 | The Social Entrepreneur's Playbook, Expanded Edition: Pressure Test, Plan, Launch and Scale Your Social Enterprise, Ian C. MacMillan, James D. Thompson, Wharton Digital Press, ISBN-13: 978-1613630327 |
| T.2 | Strategic Tools for Social Entrepreneurs: Enhancing the Performance of Your Enterprising Nonprofit, J. Gregory Dees, Jed Emerson, and Peter Economy, John Wiley & Sons, 2nd Edition, ISBN-13: 978-0471150688 |

Reference Books

| | |
|---|--|
| 1 | Social Entrepreneurship: The Art of Mission-Based Venture Development, Peter C. Brinckerhoff, John Wiley & Sons; ISBN-13: 978-0471362821 |
|---|--|

Useful Links

| | |
|---|---|
| 1 | https://nptel.ac.in/courses/110/105/110105067/ |
|---|---|

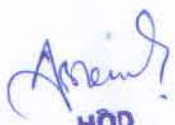

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| | Course Outcomes | CL | Class Sessions |
|-----------|---|----|----------------|
| MMB2409.1 | Analyze the motivating factors and success factors of a Social enterprise. | 3 | 8 |
| MMB2409.2 | Determine the socio economic challenges and identify the Opportunities for creation of a Social Enterprise | 5 | 8 |
| MMB2409.3 | Discover the business models of Social Entrepreneurship | 4 | 8 |
| MMB2409.4 | Select an appropriate form of Social enterprise. | 3 | 8 |
| MMB2409.5 | Develop students in various regulatory aspects of agriculture | 4 | 8 |


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Wardha Road, Nagpur-441 108

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Program: Master of Business Administration

Semester - IV **MMB2410** **Web Designing & Multimedia**

| Teaching Scheme | | Examination Scheme | |
|--|------------|--------------------|-----------|
| Theory | 4 Hrs/week | CT-I | 15 Marks |
| Tutorial | - | CT-II | 15 Marks |
| Total Credits | 4 | CA | 10 Marks |
| Duration of ESE: 3 Hrs. | | ESE | 60 Marks |
| Pre-Requisites: Information Technology | | Total Marks | 100 Marks |

Course Contents

| | |
|-----------------|---|
| Unit I | Multimedia and hypermedia, world wide web, overview of multimedia software tools. Graphics and image data representation graphics/image data types, file formats, Color in image and video: color science, color models in images, color models in video. |
| Unit II | Fundamental concepts in video and digital audio Types of video signals, analog video, digital video, digitization of sound, MIDI, quantization and transmission of audio. |
| Unit III | HTML - tags, lists, tables, Frames, layers , using images in web pages andDHTML |
| Unit IV | Introduction in VB Script - Data types, operators, control structures, functions andstrings. |
| Unit V | Introduction to java script - Operators, identifiers, control structures, functionsarrays and error handling. |

Text Books


T.1 Mastering HTML- CYBEX Publication

Reference Books


- Complete Reference VB Script and Java Script – Tata McGraw Hill Dynamic HTML- O'Reilly Media
Internet & Web Technologies- Tata McGraw-Hill Education

Useful Links

| | |
|---|--|
| 1 | www.3schools.com |
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| | Course Outcomes | PO | CL | Class Sessions |
|-----------|--|---------------|----|----------------|
| MMB2410.1 | Acquire technical competence in Web Designing and Multimedia Applications | PO1, PO2, PO4 | 3 | 8 |
| MMB2410.2 | Execute use of HTML, VB Script and Java script | PO3, PO5, | 5 | 8 |
| MMB2410.3 | Integrate Web and Multimedia with business objectives of the organization | PO1, PO3, PO5 | 4 | 8 |
| MMB2410.4 | Build out the VB script. | PO2, PO4, PO5 | 6 | 8 |
| MMB2410.5 | Acquire technical competence in Web Designing and Multimedia Applications | PO1, PO2 | 6 | 8 |


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Program: Master of Business Administration

Semester - IV MMB2411: Agricultural Marketing & Price Analysis

| Teaching Scheme | | Examination Scheme | |
|---|------------|--------------------|-----------|
| Theory | 4 Hrs/week | CT-I | 15 Marks |
| Tutorial | - | CT-II | 15 Marks |
| Total Credits | 4 | CA | 10 Marks |
| Duration of ESE: 3 Hrs. | | ESE | 60 Marks |
| Pre-Requisites: Agriculture development | | Total Marks | 100 Marks |

Course Contents

| | |
|----------|---|
| Unit I | Concepts in Agricultural Marketing: Characteristic of Agricultural product and Production – Problems in Agricultural Marketing from Demand and Supply and Institutions sides. Market intermediaries and their role - Need for regulation in the present context - Marketable & Marketed surplus estimation. Marketing Efficiency - Structure Conduct and Performance analysis - Vertical and Horizontal integration - Integration over space, time and form-Vertical coordination. |
| Unit II | Marketing Co-operatives: APMC Regulated Markets - Direct marketing, Contract farming and Retailing - Supply Chain Management - State trading, Warehousing and other Government agencies– Market infrastructure needs, performance and Government role - Value Chain Finance |
| Unit III | Role of Information Technology and telecommunication in marketing of agricultural commodities: Market research-Market information service - electronic auctions (e-bay), e-Chaupals, Agrimarket and Domestic and Export market Intelligence Cell (DEMIC) – Market extension. |
| Unit IV | Spatial and temporal price relationship: Price forecasting – time series analysis – time series models – spectral analysis. Price policy and economic development – non-price instruments. |
| Unit V | Project: Students should collect prices of one commodity per group from APMC for a fixed period and analyze the price trends and forecast future prices. |

Text Books


| | |
|-----|---|
| T.1 | Singhal AK. 1986. Agricultural Marketing in India. Annual Publ., New Delhi. |
|-----|---|

Reference Books

| | |
|-----|--|
| R.1 | Purecell WD & Koontz SR. 1999. Agricultural Futures and Options: Principles and Strategies. 2nd Ed. Prentice-Hall. |
|-----|--|

Useful Links

| | |
|---|--|
| 1 | www.market.ap.nic.in/ |
| 2 | www.ncdc.in/ |


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| | Course Outcomes | CL | Class Sessions |
|-----------|---|----|----------------|
| MMB2411.1 | Develop marketing aspects of agriculture | 3 | 8 |
| MMB2411.2 | Analyse various pricing aspects of marketing in agriculture | 4 | 8 |
| MMB2411.3 | Modify agriculture point of view | 3 | 8 |
| MMB2411.4 | Create awareness in students related to various agriculture marketing aspects. | 3 | 8 |
| MMB2411.5 | Develop students in various regulatory aspects of agriculture | 6 | 8 |



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