

GURU NANAK DEV ENGINEERING COLLEGE, LUDHIANA
DEPARTMENT OF BUSINESS ADMINISTRATION

No. MBA/ C-23/2140

Date :- 25.05.22

MST-II

DATE SHEET

Dated	Time	MBA 2 nd sem	MBA-IV Sem
30.05.22	10.30 to 12.00	Human Resource Management (MBA-110)	IHRM (MBA- 143)
31.05.22	10.30 to 12.00	Legal & Business Environment (MBA-112)	Services Marketing (MBA-137)
01.06.22	10.30 to 12.00	Marketing Management (MBA-111)	International Finance (MBA- 133)
02.06.22	10.30 to 12.00 11.00 to 12.30	Operations Management (MBA-113)	Business *Information System (MOCS-103)
06.06.22	10.30 to 12.00	Corporate Finance & Financial Markets (MBA-109)	Corporate Strategy (MBA- 132)
07.06.22	10.30 to 12.00	Research Methodology (MBA-115)	International Marketing (MBA-139)
08.06.22	10.30 to 12.00	E-Waste Management (MOEC-105)	Managing Banks and Financial Institution (MBA-134)
09.06.22	10.30 to 12.00	—	Team Dynamics at Work (MBA-142)
10.06.22	10.30 to 12.00	Seminar on social Responsiveness (MBA-1i4)	—

*To be conducted by CSE department

Anuj Kaur
Incharge
Gill

Head
26/5/22

Department of Business Administration

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Dated	Time	BBA-II Sem
30.05.22	10.30 to 12.00	Business Statistics BBA -201-18
31.05.22	10.30 to 12.00	Environmental Studies EVS (102-18)
01.05.22	10.30 to 12.00	Managerial Economics BBAGE -201-18
02.05.22	10.30 to 12.00	Business Environment BBA -202-18

Arunjot Kaur
Incharge

[Signature]
Head
26/5/22

Department of Business Administration

BBA- 1st Year (2nd Semester)


Paper Code	Title of the Paper	Syllabus for MST -II
BBA- 2 nd Sem EVS 102-18	Environmental Studies	Environmental Pollution & Social Issues Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution Nuclear hazards and accidents & Health risks Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of Glaciers & Ice caps, Rising sea levels Environmental disasters: Earthquakes, Floods, Cyclones, Landslides. Renewable & Non-renewable resources Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure),
BBA -2 nd sem 201-18	Business Statistics	Measures of Variation: Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance. Regression Analysis: Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient Probability: Meaning of Probability, Approaches to the calculation of Probability calculation of event Probability Addition and Multiplication, Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required). Probability Distribution: Binomial Distribution: Probability Distribution function,

		<p>Constants, Shape, Fitting of Binomial Distribution, Poission Distribution: Probability Function (including Poission approximation to binomial distribution) Constants, Fitting of Poission Distribution, Normal Distribution: Probability Distribution Function, Properties of Normal Curve, Calculation of Probability</p>
<p>BBA-2nd Sem BBAGE -201-18</p>	<p>Managerial Economics II</p>	<p>Unit 3rd and 4th</p>
<p>BBA -202-18</p>	<p>Business Environment</p>	<p>Monetary policy and EXIM policy. Unit II- Political and Legal Environment of Business: Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Consumer Protection Act. Introduction to Liberalization, Privatization and Globalization: Factors facilitating and impeding globalization in India. Unit III- Socio- Cultural Environment: Critical elements of socio-cultural Environment. Social responsibility of business. Business Ethics and Corporate Social Responsibility. Public Sector-Changing Role of Public Sector - Relevance of public sector – Public Sector reforms. Regulatory framework with reference to Banking and Security Market. Technological Environment. WTO, Consequences of WTO for India. IMF. Regional Groupings.</p>

MBA- 1st Year (2nd Semester Syllabus)


Paper Code	Title of the Paper	Syllabus for MST -II
MBA-2 nd Sem MBA-120	Corporate Finance and Financial markets	<p>Unit –II</p> <p>Financing & Investment Decisions: Cost of Capital- Cost of Debt, Cost of Preference Shares, Cost of Retained Earnings, Cost of Equity & Weighted average Cost of Capital, Working Capital Management-Estimation, Operating Cycle & Net Operating Cycle.</p> <p>Unit –III</p> <p>Indian Financial System: Introduction, Salient Features, Functions and Structure/Organization, Financial System and the Indian Economy, Reforms in the Indian Financial System, Development Financial Institutions, Banking (with special reference to risk management in Banks) & Banking Financial Institutions, Insurance.</p> <p>Unit –IV</p> <p>Financial Markets: Functions and Organization, Organizations Resource Mobilization, Capital Market Instruments-Equity, Preference Shares, Debentures, Innovative Debt Instruments, Forward Contracts, Future Contracts, Option Contracts, Channelization of Funds, Equity, Debt and Currency Markets, Regulatory Framework of Primary Market, Regulatory Framework of Secondary Market, Primary Market Organization-Intermediaries,, Activities/ Procedures, Secondary Market Organization, Money Markets. Contemporary issues in Financial Markets.</p>
MBA-2 nd Sem MBA-111	MARKETING MANAGEMENT	<p>Product Decisions: Product Mix, Packaging and Labelling, Branding, Brand value & Brand Equity. New Product Development: Need, Process and Product Life Cycle and marketing mix strategies.</p> <p>Pricing Decisions: Objectives, Factors Affecting</p>

		<p>Pricing Decisions and Pricing Methods. Introduction to Services Marketing.</p> <p>Delivering and Promoting Product: Supply Chain Decisions Nature, Types, Channel Design and Channel Management Decisions, Retailing, Wholesaling,</p> <p>Personal Selling: Personal Selling Process, Managing the Sales Force. Promotion Mix: Advertising, Sales Promotion, Public Relations.</p> <p>Bottom of Pyramid Marketing: Understanding poverty and the Base of the Pyramid, Design-Develop-Distribute approach towards Bottom of Pyramid.</p> <p>Consumption and marketing practices, challenges. The institutional context of Bottom of Pyramid markets, Conducting Marketing Research in Bottom of Pyramid. Ethical issues associated with Bottom of Pyramid.</p>
<p>MBA-2nd Sem (MBA-112)</p>	<p>LEGAL AND BUSINESS ENVIRONMENT</p>	<p>LEGAL AND BUSINESS ENVIRONMENT (MBA-112) laws of agency; principal-agent- problem-bailment, pledge, guarantee and indemnity.</p> <p>Unit II Sales of Goods: principles of sales of goods- transfer of ownership & property- performance of contract, Consumer Protection Act, 2019, Law relating to business organizations – introduction to company law; protecting the property of business- Copyright, Trademark, trade secret, Geographical Indications- Alternate dispute resolutions.</p> <p>Unit-III Micro & Macro indicators in business environment: assessing risk in business environment; Emerging sectors of Indian economy, relative size and growth of public and private sectors- design and strategy of economic reforms; current rate of growth and investment, interest rate structure & Monetary policy, fiscal environment, current inflationary position and its impact on business sector. Public and private partnership;</p>

		intellectual property regime and environment; Trends in service sector growth; banking reforms and challenges; business opportunities in the rural sector.
MBA-2 nd Sem MBA-113	Operations management 	<p>Facility Location– importance, factors in location analysis, location decision issues for multinational firms</p> <p>Facility Layout– Objectives, Advantages, Basic Types of Layouts, Problems in facility layout</p> <p>Materials Management - Concept, Objectives, Inventory costs, Inventory classification, Factors Affecting Inventory Control Policy, Basic stock control methods, Continuous and Periodic review Inventory models, Deterministic Economic Order Quantity (EOQ) Models- Basic EOQ Model, EOQ and Quantity Discount, EOQ Model with Non-instantaneous Receipt (Production-run formula), EOQ Model with Planned Shortages or where stockout is permitted, Stochastic inventory models, single period model for perishable products and services.</p>
MBA-2 nd Sem MBA -115	Research Methodology	<p>Scaling Techniques-Meaning, types of scales, scale construction techniques, Data collection-Types of data; Sources of data collection; Tools of data collection; Methods of data collection.</p> <p>Questionnaire Design-Questionnaire method; Types of questionnaire; Process of questionnaire designing. Introduction to multivariate analysis, Factor Analysis, Discriminant Analysis, Conjoint Analysis, Cluster Analysis. Research Report writing-Types of research reports: Brief reports and Detailed reports. Report writing: structure of research report- Preliminary section, main report; formulation rules for writing the report; Appendix-norms of using Index and Bibliography</p>

MBA -2 nd Sem MBA-114	Seminar on social Responsiveness (Unit -1st and unit- 2 nd
MBA- 2 nd Sem MBA-110	HRM	UNIT- III & UNIT -IV
MBA- 2 nd Sem MOEC-105	E-Waste Management	Unit 4.5.& 6
MBA- 2 nd Sem MBA-114	Seminar on social Responsiveness	Full Syllabus

MBA- 1st Year (4th Semester Syllabus)

Paper Code	Title of the Paper	Syllabus for MST -II
MBA- 4 th Sem MBA-137	SERVICES MARKETING	Service Quality: Integrated gaps model of service quality and Prescriptions for closing quality gaps. New Service development and design: Challenges of service design, types of new services, core and supplementary elements, new service development process. Managing relationships in Services: Building customer loyalty, Complaint handling and Service recovery strategies. : Nature and types of intermediaries, role of electronic channels in service delivery. Managing demand and capacity: Waiting line strategies integrated. Integrated Services Marketing Communications and Services marketing triangle Emerging concepts in service marketing: Role of It sector in service delivery, Pricing of services: Pricing approaches, Pricing Strategies. Service Marketing Applications: Marketing of services in Financial, Healthcare and Hospitality sectors.
MBA -4 th sem MBA-132	Corporate Strategy	Unit- 3rd and unit -4 th
MBA-4 th Sem MBA-139	INTERNATIONAL MARKETING	UNIT-III AND UNIT -4
MBA -4 th sem MBA	MANAGING BANKS AND FINANCIAL INSTITUTIONS	Unit 3 & 4 
MBA 4 th sem MBA -142	Team Dynamics at Work	UNIT- III & UNIT -IV

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MBA 4th sem
MBA -133

International
Finance

Unit- II

Foreign Exchange Market: Function and Structure of the Forex markets, Major participants, Types of transactions and settlements dates, Foreign exchange quotations, Factors influencing foreign exchange rates. Parity Conditions in international finance and currency forecasting: PPP, the Fisher effect. The International Fisher Effect, Interest Rate parity Theory, The relationship between forward and future spot rate.

Unit-IV

Swaps and Swaptions: Meaning, types, importance and introduction to pricing of swaps and Swaptions. Factors determining price of swaps and Swaptions. Credit Derivatives: Meaning, Importance, introduction to pricing models and strategies to hedge by using credit derivatives International Sources of Finance: Long Term- International Capital Markets (ADR's, GDR's), Foreign Bond Market, Foreign Banks, Euro Markets, World Bank and IMF. Short Term: Banker's Acceptance, Discounting, Factoring, EXIM Bank of India Relevant case studies to be discussed in class. Tutorials: Hands on mini projects requiring the application.

MBA 4th Sem
MBA -143

IHRM

UNIT- III & UNIT -IV