

GURU NANAK DEV ENGINEERING COLLEGE, LUDHIANA

Department of Business Administration

No. MBA / 610 / 1442

Date: - 13-10-2020

Controller of Examination,

MST-I

Date Sheet And Duty Chart

Date	Time	Subject Code /Subject	Duty
15-10-2020	4:00 to 5:30 pm	MBA-120 /Financial Markets and Services	Prof.Mandeep Kaur Khosa
16-10-2020	4:00 to 5:30pm	MBA-126 /Manpower Planning, Recruitment, and Selection	Amarpreet Kaur
17-10-2020	4:00 to 5:30pm	MBA-127 / Employee Relations	Dr.Amanjot Kaur Gill
19-10-2020	4:00 to 5:30pm	MBA-116 /Entrepreneurship and Project Management	Prof.Amarpreet Kaur
20-10-2020	4:00 to 5:30pm	MBA-123 /Integrated Marketing Communication	Dr.Navdeep Kaur
21-10-2020	4:00 to 5:30pm	MBA-118 / Investment Analysis and Porifolio Management	Dr.H.S.Dhali
22-10-2020	4:00 to 5:30pm	MBA-122 / Consumer Behavior	Dr. Navdeep Kaur

Academic Incharge



Head


Department of Business Administration

MBA-2ndnd Year 3rd Semester (2019-21 Batch)

Paper Code	Title of the Paper	Syllabus for MST -I
MBA-123	Integrated Marketing Communication	<p>Unit-I</p> <p>Introduction to Integrated Marketing Communication: Meaning, Evolution of IMC, Reasons for growth and Features, Promotional tools for IMC, IMC Models, IMC Planning Process, Role of IMC in Marketing. Communication process: Determining Promotional Objectives, Sales v/s communication objectives, DAGMAR, Problems in Setting Objectives, Setting objectives for the IMC Program.</p> <p>Unit-II</p> <p>Elements of IMC: Sales promotion-Different types of Sales Promotion, advantages & disadvantages. Public Relation & Publicity-Types of PR, Process, advantages & disadvantages. Types of Publicity Direct Marketing-Features, advantages & disadvantages. Personal Selling- Features, advantages & disadvantages. Advertising- Features advantages & disadvantages. New trends in IMC, International Media.</p>
MBA-116	Entrepreneurship And Project Management	<p>Unit I</p> <p>Foundation of Entrepreneurship: Entrepreneurship and Intrapreneurship – similarities and variance, India’s start up Revolution: Trends, Imperatives, types of entrepreneurs. Business incubators - Rural Entrepreneurship, Social entrepreneurship, Women Entrepreneur – The Entrepreneurial mind set. Key attributes of an entrepreneur – Desirable and acquirable attitudes and behaviors – Readiness - The right time, right age and right conditions – Myths & realities of Entrepreneurship. Transition from college/regular job to the world start ups.</p> <p>Unit II</p> <p>Entrepreneurship Composition/Development: - Entrepreneurial Stress, Composition of Entrepreneurship, Different life stages of Entrepreneur, Relative importance-Disagreements between Entrepreneurs, Idea entrepreneur and where do ideas come from. Scarcity, Choice and Trade off- Identify paying customer, developing market understanding – Narrowing focus – End user profiling and Persona-Market Segmentation, market sizing. Institution and schemes offered to promote entrepreneurship in India.</p>

MBA-126	Manpower Planning, Recruitment, and Selection	<p>Unit I</p> <p>Strategic staffing: Meaning and importance of manpower planning, Manpower planning process, Anticipating manpower needs, Job analysis and description-competency mapping - procedures and steps, methods of data collection for mapping, developing competency models from raw data, Selecting adequate sources of requirement</p> <p>Unit II</p> <p>Recruitment: Meaning of recruitment, Sources of recruitment, Internal sources, External sources, online recruitment; employee referrals; recruitment process outsourcing, head hunting, Attracting candidates, E-Recruitment, Person specifications</p>
MBA-120	Financial Markets and Services	<p>Unit-I 12 hours</p> <p>Capital Markets: Concept, functions, types, structure, capital market intermediaries ; difference between capital market and money market, role of SEBI in Capital Market, recent developments in Indian Capital Market. Depository system-Introduction, Concept, depository participants, functioning of depository systems, process of switching over to depository systems, benefits, depository systems in India, Dematerialization and Rematerialization. Role, objectives and functions of SEBI and its guidelines relating to depository system.</p> <p>Unit -IV 12 hours</p> <p>Merchant Banking-Origin and development of merchant banking in India scope, organizational aspects and importance of merchant bankers. Latest guidelines of SEBI w.r.t. Merchant bankers. Venture capital-concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital.</p>
MBA-122	Consumer Behavior	<p>Unit-I</p> <p>Introduction to Consumer Behaviour: Scope, importance and interdisciplinary nature. Consumer Research Process: Qualitative and Quantitative research. Market Segmentation: Uses and bases of segmentation. Emerging trends in consumer behavior: Consumer behavior in online space. Concept of materialistic vs spiritualistic consumption.</p>

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		<p>Unit-II</p> <p>Individual Determinants of Consumer Behavior Motivation: Nature and Types of Motives, Process of motivation, types of Needs. Personality: Theories, Product Personality, Self Concepts. Consumer Perception: Concept and Elements of Perception, Consumer Learning: Behavioural and Cognitive Learning Theories.</p>	
MBA-127	Employee Relations	Unit-I and Unit-II	Reg.
MBA-118	Investment Analysis and Portfolio Management	Unit-I and Unit-II	


 Head

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