

Gokul Global University
Faculty of Commerce & Management
Master of Business Administration
Program Code: 04

Program Outcome (PO):

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, analyse 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 (PSO):

PSO1: Disciplinary Knowledge & Problem Solving

PSO2: Foster analytical and critical thinking abilities.

PSO3: Leadership Quality.

PSO4: Communication Skills & Ethical/ Social Awareness.

PSO5: Cooperation and Team Work for building Team Environment.

PSO6: The student will be able to work independently, identify appropriate resources required for a project and manage a project through to completion.

PSO7: The student will be able to develop self-sustainability as well as competitiveness and employability in context of technological changes.



Gokul Global University, Sidhpur



Faculty of Commerce and Management

Program: Masters of Business Administration **Subject / Branch:** Management

Year: 2022

Semester: I

Course Title: ACCOUNTING FOR MANAGERS (AFM) **Course Code:** FMM110401

Course Type: Complementary

Course Credit: 04

Pre-Requisite: 10+2+3

Rationale:

1. Accounting policies increase the reliability of financial statements.
2. It facilitates the comparability of the financial statements.
3. This comparison can be inter-organization or intra organization.

Course Duration: The course duration is of 36 sessions of 75 minutes each i.e. 45 hours

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

Course Objective:

1. The objective of the course is to acquaint the students with the language of Accounting and to develop in them the ability to evaluate and use accounting data as an aid to decision making.
2. The main purpose is to assist the students in developing skills in problem solving and decision making in the financial area.
3. Emphasis is laid on analysis and utilization of financial and accounting data for planning and control.

Course Outcome:

1. Demonstrate the applicability of the concept of Accounting to understand the managerial Decisions and financial statements.
2. Apply the Financial Statement Analysis associate with Financial Data in the organization.
3. Demonstrate how the concepts of accounting and costing could integrate while identification and resolution of problems pertaining to LM Sector.
4. To understand the basic concepts of financial accounting, cost accounting and management accounting.

Content

Unit	Description in detail	Credit	Weightage
I	Basic Understanding of Accounting:-Meaning of Accounting, Accounting Process, Accounting Terms Accounting Equation ,Types of Accounts – Personal, Real and Nominal, Rules of Debit and Credit Users of Financial Statements, Comparison among Financial Accounting, Management Accounting and Cost Accounting Accounting Principles (Concepts & Conventions) GAAP Introduction, Significance and Benefits of Computerized Accounting Journal Entries, Ledger-Posting and Preparation of Trial Balance Preparation of Final Accounts (Horizontal)	1	25 %
II	Understanding and Preparing Corporate Financial Statements (Vertical): Corporate Profit and Loss A/c and Corporate Balance Sheet	1	25 %
III	Financial Statement Analysis: -Horizontal Analysis Vertical Analysis ,Trend Analysis ,Ratio Analysis, Fund Flow statement ,Cash Flow Statement (As per AS-3)	1	25 %
IV	Overview of Accounting Standards (Conceptual Framework), IFRS and Indian Accounting Standards. Inventory Valuation Methods [LIFO, FIFO, WAM] Accounting for Depreciation [SLM, WDV, Sum of Years Digit Method, Units of Production Method, Mileage Method]	1	25 %

Reference Books:

Sr. No	Author	Name of the Book	Publisher	Year of Publication
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Gokul Global University, Siddhpur



Faculty of Commerce and Management

Program: Masters of Business Administration

Subject /Branch:Management

Year: I

Semester: Ist

Course Title: ECONOMICS FOR MANAGERS (EFM) **CourseCode:** FMM110402

Course Type: Compulsory

Course Credit: 04

Pre-Requisite : 10+2+3

Rationale :

1. Managerial economics assist the managers of a firm is a rational solution of obstacles faced in the firm's activity.
2. It makes use of economic theory and concepts.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. To impart knowledge, with respect to concepts, principles and practical applications of Economics, which govern the functioning of a firm/organization under different market conditions.
2. To enhance the understanding capabilities of students' about micro and macro-economic principles and decision making by business and government.
3. To apply economic analysis in the formulation of business policies
4. To use economic reasoning to problems of business.

Course Outcome:

1. Develop an understanding of the applications of managerial economics.
2. Students will be prepared to apply both micro and macro-economic concepts in business environment.
3. Students will develop analytical and problem-solving skills by learning the subject through case-based approach.
4. Apply economic principles to management decisions. Understand the Nature, Scope and Significance of Managerial Economics, its Relationship with other Disciplines. Understand the Role of Managerial Economics in Decision Making. Understand the cardinal and ordinal approach of consumer behavior.

Content

Unit	Description in detail	Credit	Weightage
I	<p>Ten principles of economics. Demand – Demand function – Demand distinctions – Elasticity of Demand and its applications and calculations - Supply - Market equilibrium</p> <p>Consumers' Equilibrium using cardinal and ordinal utility (Indifference curves). Consumer Surplus & Producer Surplus - Theory of Production – Production function – Laws of Returns to a factor & returns to scale</p> <p>– Economies of scale and Economies of scope – Isoquants & Iso Cost curves</p> <p>Economic region of Production – The optimal combination of two inputs. Cost Analysis – Cost concepts – Short run and long run cost curves – Managerial uses of long run cost curves – Revenue Analysis – Revenue curves.</p>	1	25 %
II	<p>Market structure and price - output decisions: pricing under perfect competition - competitive equilibrium and economic efficiency - market failures and role of government.</p> <p>Pricing under monopoly - Deadweight loss - Public Policy - price discriminations - pricing under discriminating monopoly.</p> <p>Pricing under monopolistic competition - selling cost - monopolistic competition and welfare of the society - selling cost and its effects on demand curve - excess capacity.</p>	1	25 %

	Pricing under Oligopoly - Price & Non-price competition - Nash Equilibrium - Collusion and Cartel - Indian Type of Cartel.		
III	<p>Instruments of Macro Economic Policy: Circular Flow of Income - Personal & Functional Distribution of Income - National Income - Concepts of National Income - National Income at Market price and factor cost - Real & Nominal GDP - Components of GDP - Calculation of GDP - GDP Deflator - Inflation Rate. International Trade - Comparative Cost Advantage - PPP - Exchange rate determination - Nominal & Real Interest Rate. Production & Growth - Diminishing returns and the Catch-Up effect.</p> <p>Economics of Public Sector - Business Cycle - Inflation and Deflation - Cost of Inflation - Fiscal Policy: Instruments of Fiscal Policy - Monetary Policy: - Instruments of Monetary Policy - Measuring the cost of living: - Consumer Price Index - Inflation Rate using CPI</p>	1	25 %
IV	<p>Aggregate demand and aggregate supply: Classical dichotomy & Say's Law of Market - Principle of Effective Demand - Why aggregate demand curve slopes downwards and aggregate supply curve slopes upwards.</p> <p>The influence of monetary and fiscal policy on aggregate demand - Consumption Function - Keynes Psychological Law of Consumption - MPC - MPS - APC - APS - Investment function</p> <p>Employment Equilibrium of the Keynesian Model - solutions for income, employment and interest rate - Multiplier and Accelerator. The short-run trade-off between inflation and Unemployment - Short run and Long run Philips Curves</p>	1	25 %

Reference Books:

Sr. No.	Author	Title of the Book	Publisher	Year of Publication / Edition
1	N Gregory Mankiw	Principles of Economics	CENGAGE Learning	6th Edition
2	N Gregory Mankiw	Principles of MacroEconomics	CENGAGE Learning	6th Edition
3	Dr D. M. Mithani	Managerial Economics: Theory & Applications	Himalaya Publications	2010 / Latest
4	G. S. Gupta	Managerial Economics	Tata McGrawHill	Latest Edition

Other Readings:

Sr.No.	Author	Title of the Book	Publisher	Year of Publication
1	D. Salvatore	Managerial Economics in a Global Economy	CENGAGE Learning	Latest
2	R.L. Varshney and K.L. Maheshwari	Managerial Economics	Sultan Chand and Sons	19th Edition / Latest
3	H.L Ahuja	Managerial Economics	S Chand	Latest Edition
4	Ravindra H. Dholakia and Ajay N. Oza	Microeconomics for Management Students	Oxford University Press	Latest Edition
5	C. Rangarajan and B. H. Dholakia	Principles of Macroeconomics	Tata McGrawHill	Latest Edition
6	Samuelson and Nordhaus	Economics	Tata McGrawHill	16th Edition / Latest



**Gokul Global University,
Siddhpur**



Faculty of Commerce and Management

Program: Masters of Business Administration **Subject /Branch:** Management

Year: 1st

Semester: I

Course Title: MANAGERIAL COMMUNICATION **Course Code:** FMM110403

Course Type: Compulsory

Course Credit: 04

Pre-Requisite : 10+2+3

Rationale :

1. Managerial communication is very crucial because it allows students to lead and manage their teams effectively.
2. By communicating effectively, students can ensure that their team members are working towards the same goal.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. Communication is a very essential skill for the managers to be successful in their professional career.
2. The objective is to acquaint the students with the basic concepts and techniques of communication that are useful in developing skills of communicating effectively

Course Outcome:

1. Effective interpersonal communications.
2. Developing and delivering effective presentations.
3. Develop word processing skills to format effective, attractive, 'reader-friendly' documents appropriate for business.
4. Demonstrate competence in verbal business communication. Demonstrate competence in the fundamentals of business writing.

Content:

Unit	Description in detail	Credit	Weightage
I	Concepts of Communications: Definition, Forms of Communication, Objectives of Communication, Characteristics of Communication, Process of Communication, Communication, Roadblocks, Role of Verbal & Non-verbal Symbols in Communication, Barriers to Effective Communication, Overcoming Communication Barriers	1	25 %
II	Listening Skills: Definition, Anatomy of poor Listening, Features of a good Listener, Role Play	1	25 %
III	Spoken Communication: Telephone, Teleconferencing, Challenges and etiquette, Oral Presentation: Planning presentation, delivering presentation, Developing & displaying visual aids, Handling questions from the audience, Audio-visual CD	1	25 %
IV	Group Discussion & Interviews, Meetings: Ways and Means of conducting meeting effectively, Mock Meetings and Interviews Forms of Communication in Written mode: Basics Body language of Business Letters & Memos, Tone of writing, inquiries, orders & replying to them, sales letters, Job applications & resume, E-mail: How to make smart e-mail, Writing Business Reports and Proposals, Practice for Writing	1	25 %

Reference Books:

SR No	Author	Name of the Book	Publisher	Year of Publication
1	Murphy	Effective Business Communication	Tata Mc Graw Hill Publishing Company, New Delhi.	7 th edition
2	Koneru	Professional Communication	Tata Mc Graw Hill Publishing Company, New Delhi.	1 st edition

Other Readings:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Bentley, T. J., Report Writing in Business	The Chartered Institute of Management Accountants	Viva books Pvt. Ltd., New Delhi,	2001
2	Boone, Kurtz, & Block	Contemporary Business Communication	Wiley Publication	Latest Edition

Online Resources:

4. <https://study.com/academy/course/business-324-managerial-communication.html>
5. <https://www.vedantu.com/commerce/communication>
6. <https://www.everstudy.co.in/blog/meaning-of-communication>
7. <https://www.ddegjust.ac.in/studymaterial/mca-5/mca-206.pdf>

Practical / Activities:

- 1 Practice for Writing
2. Practice for reading
3. Practice for speaking
- 4 Practice for listening



**Gokul Global University,
Siddhpur**



Faculty of Commerce and Management

Program: Masters of Business Administration **Subject /Branch:** Management

Year: 2022

Semester: I

Course Title: Management Process and Organisational Behaviour (MP&OB) **Course Code:** FMM110404

Course Type: Compulsory

Course Credit: 04

Pre-Requisite : 10+2+3

Rationale :

1. To studying management process and organisational & behaviour help students to better understand organisational environment.
2. Process of management involves decision making and putting on decisions into practice.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

Course Objective:

1. This course helps students to understand essential elements of management.
2. They shall be exposed to basic framework relating to functions of management.
3. It also provides framework to the students to understand the human behavior dynamics in work organizations through the study of the individual the group and the organizations system.

4. Real life case studies shall be discussed to illustrate contemporary management practices.

Course Outcome:

1. To make use of different management and organizational behaviour principles in the course of decision making in different forms of business organizations.
2. Understand own management style as it relates to influencing and managing behaviour in the organization systems.
3. Analyse the behavior of individuals and groups in organisations in terms of the key factors that influence organisational behaviour.
4. Explain the influence of individual behavior, group behavior and structure in improving organizational effectiveness. Apply the individual behavior concepts for making people related decisions at workplace. Choose methods to enhance employee productivity in different workplace situations.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Management: - meaning and managers, the evolution of the management theories; Introduction to the functions of management in brief- planning, organizing, staffing, direction, controlling	1	25 %
II	Introduction to organizational Behaviour –what is O.B? Responding to Global and Cultural Diversity, the individual Foundations of individual behavior Perception and Individual decision making, Values Attitudes and job satisfaction, Motivation concepts and application.	1	25 %
III	The Group; foundation of group behavior, understanding work teams’communication, leadership power and politics conflict, negotiation and inter-group behavior	1	25 %
IV	The Organization System; - Foundations of organization structure, technology, work design and stress organizational culture; organizational Dynamics: - Organizational change and development	1	25 %

Reference Books:

Sr. No.	Author/s	Name of the Book Publisher	Edition and Year of Publication
01	Udai Pareek	Understanding Organizational Behavior Oxford University	Press 2nd Ed
02	McShane and Radha Sharma	Organizational Behavior McGraw-Hill	Latest Edition
03	Stephan Robbins	Organizational Behavior Pearson Education	Latest Edition 7
04	Fred Luthans	Organizational Behavior McGraw-Hill	Latest Edition
05	K. Aswathappa	Organizational Behaviour Himalaya Publishing House Pvt. Ltd	Latest Edition
06	Tripathy PC And Reddy PN	Principles of Management	Tata McGraw-Hill, 1999
07	LM Prasad	Sultan chand & Sons	Tenth edition 2020
08	Stephen P. Robbins,	Organization Theory – Structure, Design and Applications Prentice Hall of India, New Delhi	Third or later edition

Online Resources:

- <https://anurag.edu.in/wp-content/uploads/2019-21-R-19-MBA-I-MOB.pdf>
- <http://anucde.info/bba1a.pdf>

Practical / Activities:

- Students should select a particular industry and select more than two listed companies and do comparative financial statement analysis of the same and prepare a report and give a presentation.

Course Outcomes	Expected Mapping With Program Outcome											
	1-Weak correlation, 2-Medium correlation, 3-High correlation,											
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	-	-	-	-	-	-	-	-	-	-	-	1
CO2	-	3	-	-	-	-	2	-	-	-	-	-
CO3	-	-	-	-	2	-	-	-	-	-	-	-

CO4	-	-	-	1	-	-	-	-	-	-	-	-
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**Gokul Global University,
Siddhpur**

Faculty of Commerce and Management



Program: Masters of Business Administration **Subject /Branch:** Management

Year: 2022 I

Semester: Ist

Course Title: Quantitative Techniques for Management (QTM) **CourseCode:**FMM110405

Course Type: Compulsory

Course Credit: 04

Pre-Requisite: 10+2+3

Rationale :

1. Quantitative techniques in management involve using various elements of quantity, including numbers, symbols and mathematical expressions.
2. They act as supplements to help decisions makers in making the proper judgment.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. This course helps students to understand and formulate managerial situations in decision theoretic framework.
2. It focuses on developing skills in structuring and analyzing problems and to inculcate the attitude of developing an executable solution to the problem with the help of some advanced statistical techniques.

Course Outcome:

1. The students will be able to comprehend and interpret graphs and summary statistics presented in academic papers, reports and studies.
2. Demonstrate a professional understanding of the basic mathematical and statistical techniques needed for quantitative analysis.
3. Demonstrate an appreciation of the vast array of quantitative techniques that still remain unexplored.
4. Apply different statistical tools and techniques in managerial and socialIdentify the proper statistical tools for analyzing the data. problem solving

Content:

Unit	Description in detail	Credit	Weightage
I	Measures of central tendency, Dispersion, Skewness	1	25 %
II	Probability Distribution –Binomial, Poisson, Normal, and Sampling Distribution, Determining sample size, Decision theory-decision	1	25 %
III	Simple and Multiple Regression, Time Series Analysis Linear Programming Problem	1	25 %
IV	Graphical solution, simplex method, duality Travelling salesman problems, Simulation.	1	25 %

Reference Books:

Sr. No.	Author/s	Name of the Book Publisher	Edition and Year of Publication
01	Udai Pareek	Understanding Organizational Behavior Oxford University	Press 2nd Ed
02	McShane and Radha Sharma	Organizational Behavior McGraw-Hill	Latest Edition
03	Stephan Robbins	Organizational Behavior Pearson Education	Latest Edition 7
04	Fred Luthans	Organizational Behavior McGraw-Hill	Latest Edition
05	K. Aswathappa	Organizational Behaviour Himalaya Publishing House Pvt. Ltd	Latest Edition
06	Tripathy PC And Reddy PN	Principles of Management	Tata McGraw-Hill, 1999
07	LM Prasad	Sultan chand& Sons	Tenth edition 2020
08	Stephen P. Robbins,	Organization Theory – Structure, Design and	Third or later edition



Gokul Global University, Siddhpur



Faculty of Commerce and Management

Program: Masters of Business Administration **Subject /Branch:** Management

Year: 2022 1 year

Semester: Ist

Course Title: FUNDAMENTALS OF MARKETING (FOM) **Course Code:** FMM110406

Course Type: Compulsory

Course Credit: 04

Pre-Requisite : 10+2+3

Rationale :

The rational approach uses [marketing](#) to try to prove the product's quality and usefulness by listing the product's benefits, or quoting facts or statistics. By contrast, emotive marketing instead appeals directly to a consumer's emotional state, needs and aspirations.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

Course Objective:

1. The changing dynamics of the national and global economies have created a challenging scenario for all marketers. The technological updating have opened the doors of global market place where the businesses are now boundary less in real sense. So, this course is aimed to provide the basic understanding of marketing and the related concepts to the management students.

2. The course will also provide the brief idea on latest technological trends and digital aspects in area of marketing.

3. By learning this course, students will get the insights regarding important fundamental aspects of marketing from the managerial perspective.

4. The students will get a holistic approach of marketing as an important function in the business environment and its applications to achieve the organizational goals

Course Outcome:

After completion of the course, learners will be able to:

1. Identify core concepts of marketing and the role of marketing in business and society.
2. Formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
3. Analyse marketing problems and provide solutions based on a critical examination of marketing information.
4. Identify core concepts of marketing and the role of marketing in business and society. Expose to the global nature of marketing and explore appropriate measures to operate effectively in international settings. Able to develop marketing strategies based on product, price, place and promotion objectives.

Content

Unit	Description in detail	Credit	Weightage
I	<ul style="list-style-type: none"> • Basic Concepts of Marketing • Customer Value and Delivery • Components of Modern marketing Information System • Marketing Environment • Forecasting and Demand measurement 	1	25 %
II	<ul style="list-style-type: none"> • Understanding the Consumer Market • Understanding industrial markets • Segmenting and Targeting Markets Brief on Positioning 	1	25 %
III	<ul style="list-style-type: none"> • Understanding Product concepts • Packaging, labelling, Warranties and Guarantees • Introducing New market offerings 	1	25 %

	<ul style="list-style-type: none"> • Pricing 		
IV	<ul style="list-style-type: none"> • Integrated Marketing Communications • Designing and managing integrated marketing channels 	1	25 %

Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1.	Kotler, Keller, Koshy & Jha	Marketing Management	Pearson	14th ed.
2.	Lamb, Hair, Sharma & McDaniel	MKTG-Principles of Marketing	CENGAGE Learning	South Asian Edition -2016

Suggested Readings

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Kotler & Armstrong	Principles of marketing	Pearson	Latest edition
2	Paul Baines	Essentials of Marketing	Oxford University Press	Latest edition
3	Charles W Lamb	Principles of Marketing	Cengage Learning	Latest edition
4	Neeru Kapoor	Principles of Marketing	PHI	Latest edition
5	S A Sherlekar	Marketing Management	Himalaya Publishing House	Latest edition

Online Resources:

- <https://homework.study.com/explanation/a-what-are-the-components-of-a-modern-marketing-information-system-b-how-can-companies-accurately-measure-and-forecast-demand.html>
- <https://www.coursehero.com/file/124013038/L4-Components-of-Modern-Marketing-Information-System-mypdf/>



**Gokul Global University,
Sidhpur**



Faculty of Commerce and Management

Program: Masters of Business

Administration Subject/Branch: Management

Year: 1st Year

Semester: 2nd

Course Title: Cost & Management Accounting

Course Code: FMM120401

Course Type: Core: Compulsory

Course Credit: 04

Pre-Requisite: 10+2+3 Commerce & Management or Any Graduation from Any Recognition University

Rationale: It is an indispensable discipline for corporate management, as the information collected and presented to management based on cost and management accounting techniques helps management to solve not only specific problems but also guides them in decision making.

Teaching Examination Scheme:

Teaching(Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. To equip the students with the ability to apply cost concepts in managerial decision making.
2. To learn the methodology and techniques for application of cost and managerial accounting and information in the formation of policies and in the planning and control of the operations of the organization.
3. To understand various costing methods to take effective Strategic Managerial Decision.

Course Outcome:

The course aims to familiarize the students with Cost and management accounting.

1. Students would be able to go through the basic concepts related to Accounting, Financial Statements, Cost Accounting.
2. Students can perform all the necessary calculations through the relevant numerical problems.
3. Students would be able to analyse the situation and decide the key financial as well as non-financial elements involved in the situation.

Content:

Unit	Description in detail	Credit	Weightage
I	Introduction to Management Accounting Meaning, Definition and Scope of Management Accounting, Difference between Cost Accounting and Management Accounting, Users of Management Accounting, Differences and Similarities between Financial Accounting and Management Accounting, Management Accounting in Service and Manufacturing Organisations Cost Concepts and Classification	1	25%

	Meaning and Definitions of Expenses v/s Cost, Deferred cost, Expired cost, Loss, Cost Incurrence and Cost Recognition, Difference cost concepts and classification, Cost flows in Manufacturing, Merchandising & Service Organisations		
II	Costing Methods: Absorption / Unit Costing (including Tender Costing), Activity Based Costing, Process Costing and By-product	1	25%
III	Management Applications: Marginal (variable) Costing and CVP Analysis, Relevant Information and Decision Making, Pricing Decision	1	25%
IV	Planning, Control and Decision Making: Budgeting & Budgetary Control Systems, Standard Costing & Variance Analysis Contemporary Costing and Management Accounting Methods: Concepts and Techniques of Strategic Management Accounting, Target Costing, Kaizen Costing, Life Cycle Costing	1	25%

1. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Jawahar Lal	Advanced Management Accounting: Text, Problems and Cases	S. Chand	Latest Edition
2	Hilton, Maher and Selto	Cost Management: Strategies for Business Decision	TMH	Latest Edition
3	V Rajshekhar & Lalitha	Cost Accounting	Pearson	Latest Edition

2. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	P C Tulsyani	Cost Accounting	S Chand	Latest Edition
2	S. Ramanathan	Accounting for Management	Oxford University Press	2016
3	M. N. Arora	Cost and Management Accounting: Theory, Problems & Solutions	Himalaya Publishing House	Latest Edition
4	Khan and Jain	Management Accounting	TMH	Latest Edition
5	Hansen & Mowen	Cost and Management Accounting and Control	Thomson Publishers	Latest Edition
6	Bamber, Braun, Harrison	Managerial Accountancy	Person Education	Latest Edition
7	Charles T Horngren, S M Datar and Others	Cost Accounting	Pearson	Latest Edition
8	S K Bhattacharya and John	Costing for Management	Vikas	Latest Edition
9	P C Tulsyani	Cost Accounting	S Chand	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

Suggested Readings:

1. A text book of cost & management accounting Authors by M.N Arora, Publishers Vikas publishing house Pvt Ltd. (10th Edition)
2. Cost Accounting- Theory & Problems, Authors by Dr. S.N. Maheshari, Dr. S.N. Mittal, Edition- 2008, Shree Mahavir Book Depot. (Publishers)

Online Resources :

1. https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
2. <https://www.wallstreetmojo.com/cost-accounting-vs-management-accounting/>
3. <https://www.investopedia.com/terms/m/managerialaccounting.asp>
4. <https://www.tarakeswardegreecollege.org/res/class/Introduction.pdf>
5. <https://www.ddegjust.ac.in/studymaterial/mcom/mc-105.pdf>
6. <https://www.economicdiscussion.net/cost-accounting/management-accounting/32811>
7. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-10-Oct.pdf>
8. <https://www.vedantu.com/commerce/difference-between-cost-accounting-and-management-accounting>
9. <https://keydifferences.com/difference-between-cost-accounting-and-management-accounting.html>
10. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>

Activities:

1. Students should select a listed/unlisted company and Perform cost analysis of that company, prepare a report and give the presentation in the class. Live cases cost accounting reports attached to annual reports should be analyzed.



**Gokul Global University,
Sidhpur**



Faculty of Commerce and Management

Program: Masters of Business Administration **Subject/Branch:**
Management

Year: 1st Year

Semester: 2nd

Course Title: Financial Management

Course Code: FMM120402

Course Type: Core: Compulsory

Course Credit: 04

Pre-Requisite: 10+2+3 Commerce & Management or Any Graduation
from Any Recognition University

Rationale:

1. This course will also explain financial tools and techniques, which can be used to help firms maximize value by improving decisions relating to capital budgeting, capital structure, and working capital management. This course will deal with a number of related topics, including multinational financial management, risk management, mergers and acquisitions.
2. The Financial Management main role is to plan, organize and govern all the financial activities of a company. It applies management ethics to the financial resources of a company. This practice controls all the economic operations of an enterprise like utilization of funds, procurement of funds, payment, accounting, risk assessment and everything related to the cash.

Teaching Examination Scheme:

Teaching(Hours/week)			ExaminationScheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

CourseObjective:

1. To gain knowledge and skills to identify problems in the area of Finance.
2. To Understand the risk involved in the context of financial decision making
3. To identify the concepts and theories in financial Management and its practical applicability.

CourseOutcome:

Thecourseaimstofamiliarizethestudentwithfinancial management.

1. Students would be well aware of the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis.
2. Perform all the required calculations through relevant numerical problems.
3. Students would be able to analyse the situation and comment on financial position of the firm.

Content:

Unit	Descriptionindetail	Credit	Weightage
I	Overview of Financial Management - Meaning, Objectives, Scope and Functions of Financial Management (Financial Decisions), Finance and Related Disciplines, Financial Goal: Profit Maximization versus Shareholders' Wealth Maximization, Role of the Financial Manager; Time value of Money - Concepts, Compounding, Discounting, Annuities; Valuation of Bonds and Shares; SourcesofLong-TermFinance -	1	25%

	Equity Shares, Preference Shares and Debentures		
II	<p>Understanding Investment Decisions (Capital Budgeting Decisions) – Meaning, Features, Types and Importance of Investment Decisions; Discounted Cash Flow (DCF) and Non-discounted Cash Flow Techniques; Cost of Capital – Significance, Concept of the Opportunity Cost of Capital, Weighted Average Cost of Capital (WACC), Component Costs of Capital - Cost of Debt, Preference Capital and Equity Capital, Capital Asset Pricing Model (CAPM), Risk Diversification: Systematic and Unsystematic Risk, Risk-Return Trade-off</p>	1	25%
III	<p>Leverage - Operating, Financial and Combined Leverage; Understanding Financing Decisions (Capital Structure Decisions) - NI Approach, NOI Approach, Traditional Approach, MM Theory with and without Taxes;</p> <p>Understanding Dividend Decision- Issues, Objectives and Determinants of Dividend Policy, Forms of Dividend, Dividend Theory- Dividend Relevance- Walter's Model and Gordon's Model, MM Theory of Dividend Irrelevance</p>	1	25%
IV	<p>Working Capital Management- Concepts of Working Capital, Operating Cycle, Determinants of Working Capital, Issues in Working Capital Management, Estimating Working Capital Needs. Working Capital Finance Policies;</p> <p>Inventory Management – Significance and Objectives, Costs associated with Inventory, Inventory Management Techniques (EOQ), ABC Inventory Control System;</p> <p>Cash Management– Need, Cash Management Cycle, Cash Forecasting, Determining the Optimum Cash Balance under</p>	1	26%

	Certainty (Baumol's Model) and Uncertainty (The Miller- Orr Model); Receivable Management- Nature and Goals of Credit Policy, Optimum Credit Policy, Credit Policy Variables		
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1. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	I M Pandey	Financial Management	Vikas Publication	Latest Edition
2	Chandra Prasanna	Financial Management, theory and Practice	Tata McGraw Hill	Latest Edition
3	Khan and Jain	Financial Management	Tata McGraw Hill	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

2. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Ravi Kishore	Financial Management – Problems and Solutions	Taxmann	Latest Edition
2	Rajiv Srivastava & Anil Misra	Financial Management	Oxford Higher Education	Latest Edition

CO2	-	3	-	-	-	-	2	-	-	-	-	-
CO3	-	-	-	-	2	-	-	-	-	-	-	-
CO4	-	-	-	1	-	-	-	-	-	-	-	-



विद्या अनंतम्

Gokul Global University, Sidhpur



Faculty of Commerce and Management

Program: Masters of Business Administration **Subject/Branch:** Management

Year: 1st Year

Semester: 2nd

Course Title: Advance Marketing Management

Course Code: FMM120403

Course Type: Core: Compulsory

Course Credit: 04

Pre-Requisite: 10+2+3 Commerce & Management or Any Graduation from Any Recognition University

Rationale:

Advanced Marketing is designed to expand the concepts of Marketing and Sales if you are interested in a marketing career. Classroom focus is group instruction with the opportunity to apply “real-life” situations to the real world while working with the college-based enterprise and local business partners.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		

4	0	0	20	10	70	100
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Course Objective: The global economy has made most of the marketplaces perfectly competitive and for most businesses, every day come with new challenges on survival in the marketplace. So, over the decades, Marketing has become one of the most important functional areas for organizations which enable them to develop the winning strategies. The Course objectives are as under.

- a) To provide the overview to the management students regarding the Strategy part of Marketing.
- b) To provide the insights on decision support system in marketing, marketing research, and strategies on branding, services, retailing, logistic and supply chain etc.
- c) To enable students to understand the strategies to live in competitive scenario of local and global markets.
- d) To prepare students about integrated marketing communication and finally give the idea on how to develop a marketing plan.
- e) To discuss on the holistic marketing approach along with highlights on newer and emerging concepts in field of marketing.

Course Outcome:

The course aims to familiarize the students with Advance Marketing Management

1. Application of marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.
2. Demonstrate the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors.
3. Apply marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.
4. Relate Marketing Mix as a framework for Marketing Decision making. Understand the need, importance and process of Marketing Planning and Control. Learn and examine the students to the dynamic nature of Marketing Function

Content

Unit	Description in detail	Credit	Weightage
I	<p>Decision support system and Marketing Research: Marketing decision support system, Role of marketing research, Steps in a marketing research, Effect of internet on marketing research, Scanner based research, Competitive intelligence</p> <p>Crafting brand positioning: Developing brand positioning, choosing a competitive frame of reference, establishing a brand positioning, Alternative approach to positioning, Positioning and branding for small business</p> <p>Creating brand equity: How does brand work, defining brand equity, building brand equity, measuring brand equity, Managing brand equity, Branding strategies</p>	1	25%
II	<p>Designing and managing services: Nature of services, new services realities, achieving excellence in services, managing service quality, Managing product-support services</p> <p>Addressing Competition and driving growth: Growth strategies, Competitive strategies for market leaders, Other competitive strategies, PLC marketing strategies</p> <p>Global Market strategies: Competing on global basis, deciding whether to go abroad, Market entry strategies, Global marketing program, Country of origin effects</p>	1	25%
III	<p>Retailing: Role, Classification of retail operations, Major types of retail operations, non-store retailing, Franchising, Retail marketing strategies, new developments in retailing</p> <p>Wholesaling and Private labels: Trends in wholesaling, Role of private labels, Private labels success factors</p> <p>Supply chain management: Supply chains and supply chain management, Supply chain integration, Process of supply chain management,</p>	1	25%

	<p>Strategic supply chain decisions, Managing logistic component of supply chain, Supply chain performance measurement, Trends</p> <p>Managing Mass Communications: Developing and managing advertising program, Events and experiences, public relations</p> <p>Sales Promotions and Personal Selling: Sales Promotion, Tools for Consumer Sales Promotions, Tools for trade sales promotions, Personal selling, Relationship selling, Steps in selling process</p>		
IV	<p>Developing Marketing Strategies and plan: Corporate and division strategic planning, Business unit strategic planning</p> <p>The Nature and content of marketing Plan: Marketing plan criteria, Role of Research, Role of relationship, from marketing plan to action</p> <p>Trends and developments in market place: Social media marketing, social media and integrated marketing, communications, Creating and leveraging social media campaign, Evaluation and measurement of social media, social media tools, social media and mobile technology</p> <p>Managing Holistic marketing organization for the long run: Socially responsible marketing, CSR, socially responsible business models, Cause related marketing, Marketing implementation and control, Future of marketing</p>	1	27%

1. Textbooks:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Kotler, Keller, Koshy & Jha	Marketing Management	Pearson	14th ed.
2	Lamb, Hair, Sharma & McDaniel	MKTG - Principles of Marketing	Cengage	South Asian Edition - 2016

2. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Ramendra Singh	Case Studies in Marketing Management	Pearson	Latest edition
2	Kotler & Keller	Marketing Management	Pearson	Latest edition
3	Paul Baines	Essentials of Marketing	Oxford University Press	Latest edition
4	Charles W Lamb	Principles of Marketing	Cengage Learning	Latest edition
5	Neeru Kapoor	Principles of Marketing	PHI	Latest edition
6	S A Sherlekar	Marketing Management	Himalaya Publishing House	Latest edition

Suggested Readings:

1. "A South Asian Perspective" by Kotler, Keller, Koshy and Jha Marketing Management Pearson Education Latest edition
2. Stanton, Etzel, Walker Fundamental of Marketing McGraw Hill Inc. Latest edition
3. Rama swami & Nama Kumari Marketing Management: Indian context Macmillan (India) Limited, New Delhi. First Indian Print 2004(or later)

Online Resources:

1. <https://ebooks.ibsindia.org/amm/>
2. <https://www.perlego.com/book/1589712/advanced-marketing-management-principles-skills-and-tools-pdf>
3. <https://www.coursehero.com/file/67444859/Advanced-Marketing-Management-Exam-Notes-Pallavi-Patilpdf/>
4. <https://www.studocu.com/en-ca/document/thompson-rivers-university/advanced-marketing-management/textbook-notes-advanced-marketing-management/32355205>
5. https://ddceutkal.ac.in/Syllabus/MCOM/Marketing_Management.pdf



**Gokul Global University,
Siddhpur**



Faculty of Commerce and Management

Program: Masters of Business Administration **Subject/Branch:** Management

Year: 1st Year

Semester: 2nd

Course Title: Human Resources Management **Course Code:** FMM120404

Course Type: Core: Compulsory

Course Credit: 04

Pre-Requisite: 10+2+3 Commerce & Management or Any Graduation from Any Recognition University

Rationale: The main aim of HRM is to ensure the right people with the right skills for the right job position in an organization.

Teaching Examination Scheme:

Teaching(Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

- The objective of the course is to acquaint the students with different domains of Human Resources Management and to develop in them the ability to utilize the skills in practice.
- The course also intends to develop theoretical foundation of human resource practices.
- The course will help the students in understanding the current trends of handling the dynamic workforce.
- The main purpose is to assist the students in developing skills – soft and hard, and decision making in the organizations

Course Outcome:

The course aims to familiarize the students with Human Resource Management.

1. Understanding the elements relate to various aspects of HRM, such as Training, Promotion, placement, Remuneration, welfare measures etc.
2. Implementing better techniques for effective Human resource management.
3. Illustrate the different methods of HR Acquisition and retention.
4. Demonstrate the role of HRM in an organization Utilize the knowledge to gain competitive advantage through people Develop and Design HRM system

Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Human Resource Management: Meaning, Objectives, Scope and Functions of HRM, Role of HR executives, Changing environment of HRM in India, Globalization and its impact on HR; Human Resource Planning: Significance, Benefits and Process, Factors affecting Human Resource Planning; Recruitment: Definition, Process and Sources of Recruitment, Factors governing the Recruitment Policy; Selection: Selection Process, Application Forms, Selection Tests, Interviews, Evaluation, Placement, and Induction	1	25%
II	Job Analysis and Design: Features, Process and Methods of Job Analysis, Job Description, Job Specification, Components of Job Design Job Evaluation: Concept, Objectives, Process, Methods, Advantages and Limitations of job evaluation; Training and Management Development: Steps in the training process, Significance and Methods of Training Concept and Methods of Management	1	25%

	Development, Differences between Training and Development, Evaluation of Training and Management Development		
III	<p>Performance Appraisal: Concept and Need for Performance appraisal, Performance Evaluation Process, Performance Evaluation Methods- 360-degree Feedback, Management by Objectives (MBO)</p> <p>Dispute Resolutions and Grievance: Causes and Outcome of Disputes, Methods of settling Industrial Disputes; Characteristics and Sources of Grievance, Procedure of Grievance Management.</p>	1	25%
IV	<p>Employee Welfare and Social security: Objectives of Employee Welfare, Statutory Welfare Facilities as per Factories Act 1948 and Non-statutory Welfare Facilities, Features of Social Security, Classification of Social Security Benefits, Social Security Schemes in India - Employee State Insurance, Maternity Benefit, Payment of Gratuity, Employee Provident Fund</p> <p>Current Trends in HRM: Employee Engagement, Competency Mapping, Green Human Resource Management, Employer Branding, Managing Diversity at work place, Talent Management</p>	1	28%

1. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Pravin Durai	Human Resource Management	Pearson	Second Edition
2	Garry Dessler and Biju Varkkey	Fundamentals of Human Resource Management	Pearson	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

2. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Uday Kumar Haldar & Juthika Sarkar	Human Resource Management	Oxford	Latest Edition
2	P. R. N. Sinha, S.P. Shekhar / InduBala	Human Resource Management	Cengage	Latest Edition
3	Sharon Pande & Swapnalekha Basak	Human Resource Management – Text and Cases	Vikas	Latest Edition

Suggested Readings:

1. Managing the Human Factor: The Early Years of Human Resource Management in American Industry by Bruce Kaufman ,2019.
2. Global Business Driven HR Transformation: The Journey Continues (Print Edition) by Lulu press.
3. International Human Resource Management By Nilanjan Sengupta · 2007, Excel Books (Publishers)

Online Resources:

1. <https://www.uou.ac.in/sites/default/files/slm/BHM-702T.pdf>
2. <https://www.drnishikantjha.com/booksCollection/hrm-basic-notes.pdf>
3. https://archive.mu.ac.in/myweb_test/M.Com.%20Study%20Material/Human%20Res.%20Management%20-%20M.%20Com%20-%20I.pdf
4. <https://ccsuniversity.ac.in/bridge-library/pdf/HM-204-Human%20Resource%20Managment.pdf>
5. https://ddceutkal.ac.in/Downloads/UG_SLM/Commerce/Elective_1.pdf
6. <https://www.dspmuranchi.ac.in/pdf/Blog/abcdefghijklmnopmailcomunit%2011.pdf>
7. <https://open.lib.umn.edu/humanresourcemanagement/chapter/1-1-what-is-human-resources/>

Practical Activities:

Students may visit any company to understand the application of the topics learned in Module I to IV and may work on below given emerging topics in the field of HR.



Gokul Global University, Siddhpur



Faculty of Commerce and Management

Program: Masters of Business Administration **Subject/Branch:** Management

Year: 1st Year

Semester: 2nd

Course Title: Research Method

Course Code: FMM120405

Course Type: Core: Compulsory

Course Credit: 04

Pre-Requisite: 10+2+3 (Commerce & Management or Any Graduation from Any Recognition University)

Rationale:

1. To applied the research process and how it applies to the field of business management.
2. To apply the major types of research designs.
3. To develop skills of literacy, inquiry, presentation and interpretation.

Teaching Examination Scheme:

Teaching(Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

- a) To familiarize the students with the types of problems of ten faced by Business Organizations and,
- b) To help students understand the importance of systematic approach to problem solving.
- c) Introduce basic concepts of Research Design and Methodology aimed at solving Business Problems.
- d) To enable students to analyze and interpret data using various statistical tools.

Course Outcome:

The course aims to familiarize the students with Business Research method

1. Construct appropriate research and sampling designs for research work in real world business and non- business contexts.
2. Clearly identify the business problems and effective ways to answer those problems.
3. understand advanced design, methodologies and analysis in business research methods, including key terms, classifications and systematic applications to the research data and design of a research project.
4. Analyze past literature for in-depth understanding on how the identified problem could be addressed, what are the different theories, design, methods have been followed and developed a conceptual framework in the existing literature.

Content:

Unit	Description in detail	Credit	Weightage
I	Business Research Fundamentals: What is research? Types of business research Business Research Process - I: Problem identification, problem statement Research questions / objectives Hypothesis formulation	1	25%
II	Business Research Process - I Research Methodology Research design (Exploratory, Descriptive, Causal) Sampling designs Scaling, Types of data, Types of scales Validity & reliability Data Collection Sources Methods (Qualitative & Quantitative) Tools (Includes Questionnaire designing)	1	25%
III	Data Analysis & Interpretation: Univariate Data Analysis Comparing observed data with standard / expected Parametric – T test Non-parametric – Runs, One Way Chi-Square Bivariate Data Analysis Difference between variables Parametric - T-test (independent & paired) Non-parametric – Mann-Whitney U test Similarities between variables (No Numerical Problems – Understanding application through statistical software)	1	25%

	Parametric – Correlation &Regression Non-parametric – Spearman’s Rank Correlation Influence of one variable on another variable Parametric – ONE WAYANOVA, Non-parametric – Kruskal Wallis		
IV	Research Writing: Research ProposalReview of LiteratureResearch Report Citations &Bibliography.	1	25%

2. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Edition and Year of Publication
1	Naval Bajpai	Business Research Methods	Pearson	Latest Edition
2	Zikmund Willium	Business Research Methods	Thomson	Latest Edition
3	Uma Sekaran	Research methods for business: A skill building approach	Wiley India	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

3. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Naresh Malhotra & Satyabhama Das	Marketing Research: An Applied Orientation	Pearson	Latest Edition
2	Donald R Cooper and Pamela S Schindler	Business Research Methods	Tata McGraw Hill Publishing Company Ltd.	Latest Edition

3	D K Bhattacharyya	Research Methodology	Excel Books	Latest Edition
4	Bryman Alan	Business Research Methods	Oxford University Press	Latest Edition
5	Panneerselvam R	Business Research Methods	John Wiley and Sons	Latest Edition
6	J K Sachdeva	Business Research Methodology	Himalaya Publication	Latest Edition
7	AdithanBhujan ge	Research Methodology for Management and social Science	Excel Books	Latest Edition

Suggested Readings:

1. The SAGE Handbook of Social Science Methodology, 2007
2. The SAGE Encyclopedia of Qualitative Research Methods, 2008
3. Research Methodology: An Introduction by Wayne Goddard, Stuart Melville · 2004

Online Resources :

2. https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
3. <https://www.uou.ac.in/sites/default/files/slm/BHM-503T.pdf>
4. <https://southcampus.uok.edu.in/Files/Link/DownloadLink/RM%20U1%20P1.pdf>
5. <https://www.caluniv.ac.in/academic/Commerce/Study/S-IV-BRM.pdf>
6. <https://gfgc.kar.nic.in/magadi/GenericDocHandler/32-b29ae961-fb2a-413c-91a7-fc8599f21be0.pdf>
7. http://sdeuoc.ac.in/sites/default/files/sde_videos/V%20Sem.%20-%20Business%20Research%20Methods.pdf



Gokul Global University, Siddhpur



Faculty of Commerce and Management

Program: Masters of Business Administration **Subject/Branch:** Management

Year: 1st Year

Semester: 2nd

Course Title: Entrepreneurship

Course Code: FMM120406

Course Type: Core: Compulsory

Course Credit: 04

Pre-Requisite: 10+2+3 Commerce & Management or Any Graduation from Any Recognition University

Rationale:

1. Entrepreneurship must be seen as a starting point to transform oneself and in the process become a change agent
2. Increasing the odds of growing your startup into a sustainable and profitable entity.
3. *Choose The Right Business*
4. *Build a Winning Culture.*

Teaching Examination Scheme:

Teaching(Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

- a. The prime motive of the course is to expose, excite and elevate the motivation of the students to the field of entrepreneurship.
- b. To create entrepreneurial managers for corporate to enhance business performance and create sustainable competitive advantage for the corporate.

- c. To provide conceptual theoretical frameworks and tools, to enable students to make good decisions and realistic action plans about entrepreneurship

Course Outcome:

The course aims to familiarize the students with entrepreneurs:

1. Apply the theories of entrepreneurship and entrepreneurship development framework to analyses and identify entrepreneurial opportunities.
2. Discuss various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
3. Create business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.
4. To understand the need and importance of Economic development. To study the role of entrepreneurship in the context of economic development. This course prepares participants for a future career as entrepreneurs

Content:

Unit	Description in detail	Credit	Weightage
I	Entrepreneurship: Concepts, Importance; Characteristics of a Successful Entrepreneur, Problems faced by Entrepreneurs, Myths and Mindset, Theories & Types of Entrepreneurs, Creativity, Innovation and Entrepreneurship, Gujarati Entrepreneur and Contribution to India and World Economy.	1	25%
II	Formalities For Setting Up of A Small Business Enterprise: Identifying The Business Opportunity; Growth of a Business Idea; Selection of a Project (Product/ Service Selection, Location Selection, Project Feasibility Study, Business Plan Preparation, Preparation of a Project Profile), Decide on the Constitution, Registration, Clearances from specific Departments, Arrange for Land, Arrange for Plant & Machinery, Arrange for	1	25%

	Infrastructure, Prepare Project Report, Apply & Obtain Finance, Implement the Project & Obtain Final Clearances.		
III	Development of MSME in India and Gujarat, Current Schemes for MSME of Gujarat, Problems facing the MSME Sector.	1	25%
IV	Government Support for Entrepreneurship Development: Initiatives for Start-up India, stand up India and Skill India, Government of Gujarat schemes for Start-up, Start-up and ecosystem, Stand-up India: Women and Minority Entrepreneurship Ease of Doing Business (EoDB) - Overview, Ranking, Determinants of EoDB	1	29%

1. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Poornima M. Charantimath	Entrepreneurship Development Small Business Enterprises	Pearson	Second Edition
2	Donald F Kuratko and T V Rao	Entrepreneurship – A South-Asian Perspective	Cengage Learning	2016
3	Rajeev Roy	Entrepreneurship	Oxford	Latest Edition
4	Arun Sahay & V. Sharma	Entrepreneurship and New Venture Creation	Excel Books	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

2 Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
5	Michael Schaper, Thierry Volery, Paull Weber and KateLewis	Entrepreneurship and Small Business	Wiley	3 rd Asia-Pacific Edition
6	Alpana Trahan	Entrepreneurship	Dreamtech Press	Latest Edition
7	Dr. AchutP.Pednekar	Entrepreneurship	Himalaya Publishing House	Latest Edition

Suggested Readings:

1. Entrepreneurship and Small Business, By Michael Schaper, Thierry Volery · 2007
2. The Global Innovation Index 2014, The Human Factor in Innovation, By Cornell University, Insead, World Intellectual Property Organization · 2014
3. Secret Sauce : Inspiring Stories of Great Indian Restaurants By Priya Bala | Jayanth Narayanan
4. The Biography of a Failed Venture : Decoding Success Secrets from the Blackbox of a Dead Start-Up By Prashant Desai

Online Resources :

1. <https://www.pdfdrive.com/entrepreneur-books.html>
2. <https://globalforgivenessinitiative.com/user/pages/download/Four-Steps-to-Forgiveness-William-Fergus-Martin.pdf>
3. <https://www.taxmann.com/post/blog/entrepreneurship-concept-functions-need-and-its-relevance-in-indian-society>
4. <https://byjus.com/commerce/what-is-entrepreneurship/>
5. <http://sim.edu.in/wp-content/uploads/2018/11/Entrepreneurship.pdf>
6. <https://www.himpub.com/documents/Chapter2774.pdf>

Practical Activities:

1. Interviewing entrepreneurs/start-ups to learn about their key traits and their journey to success (35 questions checklist given at sr. no. 9) may be used as a guide for the interviews.
2. Exploring the existing enterprises, their market and growth potential, exploring scope for ancillary units, identifying the gaps/future needs/niche areas
3. Idea generation: Students to submit an IdeaCanvas
4. Students to present a Business ModelCanvas
5. Understand and work on Technologycommercialization.

List of suggested questions for Interviewing an entrepreneur:

1. What are his / her skills as an entrepreneur?
2. Entrepreneurs have different reasons to start, need different advice and learn differently. What prompted him/her to be an entrepreneur? What were your strengths, weaknesses, opportunities and threats at the point when you began thinking of your business idea?
3. Is the ability to recognize an opportunity fundamental to the process of setting up an enterprise and its growth? How and when did you identify your business opportunity?
4. What things must be kept in mind while considering or choosing a viable Project or business opportunity?
5. What are the factors to be considered while finalizing a product / service choice?
6. What challenges did you face at different points in time during your Entrepreneurial journey?
7. Is creativity essential for entrepreneurship? How and why? How did creative thinking help you in evolving yourself as an entrepreneur?
8. What role does knowledge and experience play in setting up a new enterprise? Where and how did you get / develop your business knowledge?
9. What are the steps involved in setting up a small / medium business enterprise/ your business? With which agencies have you had to interact/ deal and for what? How easy or challenging was it?
10. What factors must be considered while conducting a feasibility study? What are the aspects that were included in the feasibility study of your enterprise?
11. What are the environmental and pollution related clearances required

ed to set up and start a production/manufacturing unit, specifically in Gujarat?

12. What things must be kept in mind while deciding the (a) form of organisation (b) Size of the firm? What is the form and size of your business and why?
13. What are the issues in deciding the location of a business unit? What were the factors considered while making the choice of the location of your business?
14. What supplementary facilities are required for smooth running of a business bearing in mind the type of business for e. g. Water, Electricity, Waste disposal etc.? How did you go about dealing with the approvals and availability of these utilities?
15. How to get clearances from specific departments? For e.g., Land, Product related, Environmental Pollution, Quality certification etc.
16. How to prepare a Project Report/ Business Plan? What are the considerations therein?
17. How to apply for and obtain finance from Banks/Financial Institutions?
18. When does one go to a bank/financial institution or a venture capitalist for funds? What are the considerations on which funds are given? What are the documentary requirements for the same?
19. What are the other commercial / legal formalities? For e.g., registration with different authorities, licensing, GST, excise, Import-Export etc.?
20. What are the tax related requirements in doing business in India/Gujarat? What are the challenges in complying with these tax requirements?
21. What are the challenges in complying with any other requirements?
22. What sort of institutional support is provided by State & Central Government for new enterprises? Which one did you avail? How easy or difficult was it to avail the same?
23. How to design the internal organizational structure? What is the structure of your organization and how do you justify its suitability?
24. What to consider while deciding on manpower requirements?
25. Is it advantageous to set up a unit near an Industrial cluster? Where can one find information regarding industrial clusters in Gujarat or across India?



Gokul Global University, Sidhpur



Faculty of Commerce and Management

Program: Master of Business Administration

Subject / Branch: Management

Year: 2nd

Semester: IIIrd

Course Title: Strategic Management (SM)

Course Code: FMM130402

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2+3

Rationale:

1. Strategic management strategies help businesses to find direction and grow through a process of assessment, evaluation and then development which can help to identify new business goals, set appropriate and achievable objectives, and help businesses to regain a competitive edge.
2. Strategic management process can provide great assistance.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective: The objectives of the course are:

The content of this course is designed to provide an integrated view of the functional areas and to acquaint them with the strategic management process. The subject would thus offer students the opportunity to exercise qualities of judgment and help them to develop a holistic perspective of the management of organizations. The specific objectives of this course are:

- 1) To familiarize the learners with the concept of strategic management and understand the significance of managing the business strategically in the current business environment
- 2) To familiarize the learners with the strategies at corporate, business and functional levels
- 3) To understand and analyse the firm's external environment, the resources and thus carrying out SWOT analysis for strategy formulation

- 4) To understand the process of strategy implementation and the challenges of managing a change
- 5) To understand strategic control system to monitor the strategy implementation process
- 6) To get acquainted with various strategies adopted by firms to successfully compete with their rivals

Course Outcome:

On completion of this course, the students will be able to:

1. To know the various facets of Strategic Management in a real-world context.
2. Integrate the aspects of various functional areas of management to develop a strategic perspective.
3. To know the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
4. To understand the process of strategy implementation and the challenges of managing a change.

Content

Unit	Description in detail	Credit	Weightage
I	Strategic Management: An Introduction; Stakeholders in Business; The I/O Model and Resource-based Model of Above Average Return, Vision, Mission and Purpose; Business Model and Strategy Environmental Analysis: External and Industry Environmental Analysis using PEST and Porter’s Five-Force Model, Understanding concepts such as Key Success Factors; Driving Forces, Strategic Group Mapping;	1	25 %
II	Internal Analysis: Concept of Value Chain, SWOT Analysis; Resources, Capabilities and Competencies, Distinctive Competence and Core Competence of Organizations; Competitive Advantage and Sustainable Competitive Advantage; Strategy Formulation; Strategy formulation at Business and Corporate levels, Diversification, Strategic Alliance and Joint Ventures; Mergers & Acquisitions; International Business Strategies. Case: AXIS Bank: Banking on Technology and Market Segments for Competitive Space (T1) / ONGC’s Growth Strategy (T2) / Maruti Udyog Ltd.: The Competition Ahead (T3)	1	25 %

III	Nuances of Strategy Implementation: Operational sing the strategy, Functional Strategies and Policies, Institutionalizing the Strategy, Matching Structure and Strategy, Strategic Leadership and Organization Culture; Management of Change. Case: Manpower Australia: Using Strategy Maps and the Balanced Scorecard Effectively (T1) / Louis V. Gerstner Jr.: The Man who Turned IBM Around (T2) /	1	25 %
IV	Strategic control: Operations Control and Strategic Control; Measurement of Performance; Balanced Scorecard., Ethics, Corporate governance and Social Responsibilities. Case: Tata Steel: A Century of Corporate Social Responsibilities (T2) / Jack Welch and the General Electric Management System (R1)	1	25 %

Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
1	Azhar Kazmi	Strategic Management and Business Policy	Tata McGraw-Hill	3 rd Edition, 2009
2	Gerry Johnson, Kevan Scholes and ricard Whittington	Exploring Corporate Strategy: Text and Cases	Pearson Education	2 nd Impression
3	Michael Porter	Competitive Advantage: Creating and Sustaining Superior Performance	Free Press	1985
4	Peter Fitzroy and James M. Herbert	Strategic Management: Creating Value in a Turbulent World	Wiley India Pvt. Ltd.	Wiley India Edition, 2008

List of Journals / Periodicals/Magazines/Newspapers, etc.:

1. Harvard Business Review
2. Vikalpa – A Journal for Decision Makers

3. Management Review

Suggested Readings:

1. Exploring Corporate Strategy, Gerry Johnson, Kevan Scholes, Richard Whittington, 2009, Pearson Ed Ltd, United Kingdom, 2nd Ed.
2. Crafting and Executing Strategy Arthur A Thompson Jr, Strickland A.J., John E. Gamble and Arun K. Jain, McGraw Hill Education Private Limited, New Delhi.
3. Strategic Management Michael Hitt, Ireland, Hoskission, 2010, Cengage Learning, New Delhi

Online Resources:

- 1 https://josephscollege.ac.in/lms/Uploads/pdf/material/BPS_LT_BBA.pdf
- 2 https://static.careers360.mobi/media/uploads/froala_editor/files/Strategic-Management-Process_qXvpTMe.pdf
- 3 https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Final-Paper15.pdf
- 4 <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-9-April-2021.pdf>
- 5 <https://www.gurunanakcollege.edu.in/files/commerce-management/strategic-management-unit-3.pdf>
- 6 https://www.cbsmohali.org/course_material/fourth_semester/strategic%20management.pdf
- 7 https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA5207.pdf

Practical / Activities:

A project report on Industry and Company comprehensive analysis based on General, Industry, Competitor and Internal Environment, SWOT summary and Implementation. It can be done as a group project which should also include suggestions based on problem identification and solution/s (alternatives).

Course Outcomes	Expected Mapping With Program Outcome											
	1-Weak correlation, 2-Medium correlation,3-High correlation,											
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	3	-	-	-	3	3	-	-	-	-	-

CO3	-	-	-	-	2	-	-	-	-	-	-	-
CO4	-	-	-	1	-	-	-	-	-	-	-	-



विद्या अन्तम्

Gokul Global University, Sidhpur



Faculty of Commerce and Management

Program: Master of Business Administration

Subject / Branch: Management

Year: 2nd

Semester: IIIrd

Course Title: Legal Aspects of Business (LAB)

Course Code: FMM130403

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2+3

Rationale:

1. Legal agreements and contracts help businesses function smoothly and within the legal bounds of the law of the land.
2. Management professionals who have a decent knowledge regarding business laws can help their organization draft more legally astute agreements and safeguard the interests of the business in the long run.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

The objectives of the course are:

2. To sensitize the students as also help they appreciate the overall legal framework within which business activities are carried out.
3. To create awareness in respect of rules and regulations affecting various managerial functions. compete with their rivals

Course Outcome:

1. Understanding the use of the Acts in common business situations.
2. To go through the various facets of basic case laws of each Act from a legal and managerial perspective.
3. Develop critical thinking by making judgments related to use of various provisions of the Acts in business situations
4. Acquaint with the general business law issues to become more informed, sensitive and effective business leaders. Understand fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.

Content

Unit	Description in detail	Credit	Weightage
I	Indian Contract Act – 1872 General Principles of Contract Act- Sections 1 TO 75 of the act Introduction, Essentials of a valid contract, performance and discharge of a contract, remedies on breach of a contract, Quasi contracts, etc.	1	25 %
II	Specific Contracts Sections 124 TO 238(Bare act) e.g. Indemnity, guarantee, bailment, pledge, agency, etc Rights & Duties of the respective parties, applications in the business world.	1	25 %
III	Companies act, 1956 & Negotiable instruments Act 1881 Companies act, 1956. Introduction, Formation of a company (M/A & A/A), Prospectus, Meetings, Appointment and removal of directors, etc. Negotiable Instruments Act, 1881 Negotiable Instruments Act-1881-Instruments, Types of Negotiable instruments and their essential features, Parties to negotiable instruments, Discharge of parties from liabilities, Dishonor of Cheques due to insufficiency of funds, etc...	1	25 %
IV	Sales of Goods Act – 1930, Consumer Protection act,1986 & Information Technology act,2000 Sale of Goods act,1930- Contract of sale and its features, conditions & warranties, Rights of an unpaid seller, etc.	1	25 %

	<p>Consumer Protection Act, 1986 – Introduction, Consumer & consumer disputes, Consumer protection councils, various consumer disputes redressal agencies.</p> <p>Information Technology act, 2000 Introduction, Digital Signature, Electronic Governance, Cyber crimes and remedies. Electronic records, Controlling and certifying authority, cyber regulation appellate tribunals.</p>		
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Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	L Bently & B Sherman	Intellectual Property Law	Oxford	3 rd Edition 2009
R2	S S Gulshan	Company law	Excel	2 nd Edition
R3	Pollock & Mulla.	Indian Contract act- Vol I & II	Lexis Nexis	Latest Edition
R4	Ramaswamy, B S	Contracts and their management	Lexis Nexis	Latest Edition
R5	Balakrishna, Justice Eradi	Consumer protection Jurisprudence	Butterworths India	Latest Edition
R6	Vinod V Sople	Managing Intellectual Property- The Strategic Perspective	PHI	Latest Edition
R7	Ravindra Kumar	Legal Aspects of Business	Cengage	2009 Edition
R8	Prof.(Cmde) P K Goel	Business Law for Managers	Biztantra	2010 Edition
R9	K. R. Bulchandani	Business Laws for management	Himalaya	5th Edition

R10	Bare Acts where ever required.			
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Lists of Journals/ Periodicals/ Magazines/ Newspapers:

It is requested that students are enabled to understand and appreciate the applications of various business laws in various managerial functions. This may be ensured by asking them to study and prepare assignments on different business laws as applicable to their functions.

NB: The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from Text(s) and references in items 6 and 7 mentioned above.

Suggested Readings :

4. Kucchal M. C. & Kucchal Vivek, Business Legislation for Management, Vikas Publishing House (P) Ltd.
5. Kapoor G. K. & Dhamija Sanjay, Company Law and Practice-A comprehensive text book on Companies Act 2013, Taxmann.
6. Maheshwari & Maheshwari, Principle of Mercantile Law, National Publishing Trust.
7. Aggarwal Rohini, Mercantile & Commercial Law, Taxmann.

Online Resources:

- 1 <https://courseware.cutm.ac.in/courses/legal-aspects-of-business/>
- 2 <https://blog.ipleaders.in/law-of-contracts-notes/>
- 3 <https://gargicollege.in/wp-content/uploads/2020/03/Unit-2-Special-Contracts.pdf>
- 4 <https://blog.ipleaders.in/law-of-contracts-notes/>
- 5 <https://www.indiacode.nic.in/bitstream/123456789/2187/2/A187209.pdf>
- 6 https://ccsuniversity.ac.in/ccsum/Departmentnews/2020-08-25_171.pdf
- 7 <https://www.jkshahclasses.com/announcement/IndianContractAct1872.pdf>
- 8 <https://comtax.up.nic.in/Miscellaneous%20Act/the-indian-contract-act-1872.pdf>
- 9 <https://umeschandracollege.ac.in/pdf/study-material/business-law/Indian%20Contract%20Act.pdf>



Gokul Global University, Siddhpur



Faculty of Commerce and Management

Program: Master of Business Administration

Subject / Branch: Management

Year: 2nd

Semester: III

Course Title: International Business

Course Code: FMM130404

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2+3

Rationale:

1. Unequal Distribution of Natural Resources.
2. Uneven Availability of Factors of Production.
3. Specialisation.
4. Cost Benefit.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective: The objectives of the course are:

The course is intended to provide a basic understanding about the finer aspects of international business to the students. It is aimed at making the students realize that international business is a combination of multiple disciplines brought together in a systematic manner. The integration of General Management, Operations, Financial Management, Marketing Management as well as Human Resource Management in an international perspective is essential to international business.

Course Outcome:

1. Critically analyze current conditions in developing and emerging markets and evaluate present and future opportunities and risks for international business activities.
2. Creative thinking and innovative strategies to see new global opportunities.
3. Ability to analyses the relationships between international businesses with all external factors to develop a framework for successful decision-making.
4. Explore the students the relevance of various trade theories/models.

Content:

Unit	Description in detail	Credit	Weightage
I	Globalization and International Business. The cultural environments facing business. The Political and Legal Environment facing business. The Economic Environmentfacing Business.	1	25 %
II	Government influence on Trade. Cross-national cooperation and agreements. Global foreign exchange markets. The Determination of Exchange Rates.	1	25 %
III	The Strategy of International Business. Country Evaluation and Selection. Export and Import Strategies. The Organization of International Business.	1	25 %
IV	Marketing Globally. Global manufacturing and Supply Chain Management. International Accounting Issues. The Multinational Finance Function. Human Resource Management.	1	25 %

Reference Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
R1	S. Nagendra and V. S. Manjunath	Entrepreneurship and Management	Pearson Education	2008

R2	P. Narayana Reddy	Entrepreneurship Text and Cases	Cengage	2010
R3	T. W. Zimmerer and N.M. Scarborough	Essentials of Entrepreneurship and Small Business Management	Prentice Hall	2002
R4	W. A. Sahlman, H.H. Stevenson, M. J. Roberts and Amar Bhinde	Entrepreneurial Venture	Harvard Business School Press	1999
R5	B.M. Patel	Project Management Strategic Financial Planning Evaluation and Control	VIKAS	2000
R6	Jack M. Kaplan	Patterns of Entrepreneurship	Wiley	Latest Edition
R7	Bruce R. Barringer and R.Duane Ireland	Entrepreneurship successfully launching New ventures	Pearson Education	2006
R8	Joe Tidd, John Bessant, and Keith Pavitt	Managing Innovation	Wiley	Latest Edition
R9	Peter F. Drucker Affiliated	Innovation and entrepreneurship	East –West News papers	Latest Edition
R10	Timmons, Spinelli	New Venture Creation Entrepreneurshipfor 21 st Century	TATA McGraw Hill	7 th Edition
R11	Nandan	Fundamental of Entrepreneurship	PHI	Latest Edition

Suggested Readings: List of Journals/Periodicals/Magazines/Newspapers,
etc.

- Journal of International Business
- Harvard Business Review
- Business World
- SANKALPA: Journal of Management & Research (ISBN: 2231 1904)
- The Economic Times and Financial Express (Business Newspapers)



**Gokul Global University,
Siddhpur**

Faculty of Commerce and Management



Program: Master of Business Administration

Subject / Branch: Management

Year: 2nd

Semester: III

Course Title: Consumer Behaviour (CB)

Course Code: FMM130405

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2+3

Rationale:

1. Consumer behavior is important for businesses because it helps them to understand their target audience, identify consumer needs and wants, and develop effective marketing strategies that can influence consumers' decision-making processes.
2. Consumer behavior incorporates ideas from several sciences including psychology, biology, chemistry, and economics.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Objectives:

The objectives of this course are:

1. To familiarize the students with concepts and practices in marketing communication.
2. To learn various communication tools and its effectiveness in contemporary time, and
3. Draw a lesson from that knowledge for better integration various marketing communication tools.

Course Outcome:

1. Understanding social and psychological factors and their influence his/her behavior as a consumer.
2. To go through fundamental concepts associated with consumer and organizational buying behavior.
3. To apply consumer behavior concepts to real world strategic marketing management decision making.
4. Define the conception of consumer behavior and reveal its importance in the context of marketing. Identify factors that influence consumer behavior. Examine the consumer decision-making process.

Content

Unit	Description in detail	Credit	Weightage
I	Understanding the Consumer: <ul style="list-style-type: none">• Consumer Behaviour and the Marketing Concept• Levels of consumer decision making• Customer Value, Satisfaction, Trust and Retention• The Impact of New Technology on Marketing	1	25 %
II	Consumer as an Individual - I: <ul style="list-style-type: none">• Consumer Motivation• Consumer Perception• Personality and Self-image, Lifestyle	1	25 %
III	Consumer as an Individual - II: <ul style="list-style-type: none">• Consumer Learning• Consumer Attitude Formation• Attitude Change	1	25 %
IV	Socio-Cultural settings and Consumer Behaviour: <ul style="list-style-type: none">• Reference groups• The Family and Social Class• Influence of Culture on Consumer Behaviour• Cross-cultural Consumer Behaviour. Consumer Decision Making: <ul style="list-style-type: none">• Diffusion of Innovation• Consumer Decision Making• CBB models- Howard Sheth Model• Consumeris	1	25 %

Reference Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
1	Leslie Lazar Kanuk, S.RameshKumar, LeonSchiffman	Consumer Behaviour	Pearson	2014 / 11 th
2	Leon G. Schiffman, JoeWisemblit, S.RameshKumar	Consumer Behaviour	Pearson	2018 / 12 th
3	S. Ramesh Kumar	Consumer Behaviour: TheIndianContext(Concepts and Cases)	Pearson	2017 / 2 nd
4	S. Ramesh Kumar	Case Studies in Consumer Behaviour	Pearson	2014 / 1 st
5	Michael R. Solomon	ConsumerBehaviour: Buying, Having and Being	Pearson	2016 / 12 th
6	David Loudon, A. J. Della Bitta	ConsumerBehaviour: Concepts and Applicaitons	McGraw Hill	Latest Edition
7	MajumudarRamanuj	ConsumerBehavior: Insights from Indian Market	PHI	Latest Edition
8	Martin M. Evans, Gordon Foxall, Ahmad Jamal	Consumer Behaviour	Wiley	2009 / 2 nd
9	Roger D. Blackwell, Paul W.Miniard, James F.Engel	Consumer Behaviour	Cengage	2017 / 10 th

List of Journals/ Periodicals/ Magazines/ Newspapers:

Journal of Advertising, Journal of Marketing, Indian Journal of Marketing, Indian Management, Journal of Consumer Behaviour.

Suggested Readings:

1. Consumer Behavior" by David Loudon and Albert Della Bitta
2. Consumer Behavior: Building Marketing Strategy" by Hawkins and Motherbaugh.
3. "Consumer Behaviour" by Schiffman/ Kumar

Online Resources:

- 1 <https://www.sanfoundry.com/best-reference-books-consumer-behavior/>
- 2 https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_CB_Lecture%20Notes.pdf
- 3 <https://josephscollege.ac.in/lms/Uploads/pdf/material/CB.pdf>
- 4 <https://www.pearsonhighered.com/assets/samplechapter/0/2/7/3/0273736957.pdf>
- 5 https://backup.pondiuni.edu.in/sites/default/files/Consumer%20Behaviour200813_0.pdf

Practical / Activities:

- 1 Students should carry out a primary, qualitative / quantitative research on any dimension related to consumer behavior.
- 2 Students can identify how marketers are addressing the various components and stages of the decision making process.

Course Outcomes	Expected Mapping With Program Outcome											
	1-Weak correlation, 2-Medium correlation,3-High correlation,											
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	3	-	-	-	-	3	-	-	-	-	-	-
CO2	-	-	-	-	-	3	-	-	-	-	-	-
CO3	-	-	-	-	2	-	-	-	-	-	-	-
CO4	-	-	3	-	-	-	-	-	3	3	-	-



**Gokul Global University,
Sidhpur**



Faculty of Commerce and Management

Program: Master of Business Administration

Subject / Branch: Management

Year: 2nd

Semester: IIIrd

Course Title: Digital and Social Media Marketing (DSMM) **Course Code:** FMM130406

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2+3

Rationale:

1. It's not just about fresh leads, but keeping revenue up across every front.
2. The use of social media marketing will be critical for engaging existing customers, reaching new audiences, building trust and loyalty (that carries into renewals, up sell and cross-sell growth, etc), and much more.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objectives:

The objectives of this course are:

4. To familiarize the students with concepts and practices in marketing communication.
5. To learn various communication tools and its effectiveness in contemporary time, and
6. Draw a lesson from that knowledge for better integration various marketing communication tools.

Course Outcome:

Students gain an overall understanding of Digital Marketing

1. Make use of Facebook, google ad words, YouTube and email for carrying out digital marketing of real-life products.
2. Illustrate the use of Facebook, google ad words, YouTube and email in various contexts of digital marketing.

3. Design digital media campaign using appropriate mix of Facebook, google ad words, YouTube and email.
4. Students are able to improve their awareness sand knowledge about functioning of local and global business environment and society.

Content:

Unit	Description in detail	Credit	Weightage
I	Introduction to Digital Marketing: <ul style="list-style-type: none"> • Evolution of Digital Marketing from traditional to modern era, Role of Internet • Current trends • Info-graphics, implications for business & society • Emergence of digital marketing as a tool • Drivers of the new marketing environment • Digital marketing strategy • P.O.E.M. framework • Digital landscape • Digital marketing plan • Digital marketing models. 	1	25 %
II	<ul style="list-style-type: none"> • Buying Models • Cost per Click (CPC), Cost per Milli (CPM), Cost per Lead (CPL), Cost per Acquisition (CPA). • Programmable Digital Marketing • Analytical Tools • YouTube marketing 	1	25 %
III	Social Media Marketing – Role of InfluencerMarketing, Tools & Plan: <ul style="list-style-type: none"> • Introduction to social media platforms • Penetration & characteristics • Building a successful social media marketing strategy Facebook Marketing: <ul style="list-style-type: none"> • Business through Facebook Marketing, • Creating Advertising Campaigns, Adverts • Facebook Marketing Tools LinkedIn Marketing: <ul style="list-style-type: none"> • Introduction and Importance of LinkedIn Marketing • Framing LinkedIn Strategy • Lead Generation through LinkedIn • Content Strategy • Analytics and Targeting Twitter Marketing:	1	25 %

	<ul style="list-style-type: none"> • Introduction to Twitter Marketing • How twitter Marketing is different than other forms of digital marketing • Framing content strategy • Twitter Advertising Campaigns <p>Instagram and Snapchat:</p> <ul style="list-style-type: none"> • Digital Marketing Strategies through Instagram and Snapchat <p>Introduction to social media metrics</p>		
IV	<p>Mobile Marketing:</p> <ul style="list-style-type: none"> • Mobile Advertising • Forms of Mobile Marketing • Features, Mobile Campaign Development • Mobile Advertising Analytics <p>Introduction to SEO, SEM, Web Analytics, Trends in Digital Advertising:</p> <ul style="list-style-type: none"> • Introduction and need for SEO • How to use internet & search engines • Search engine and its working pattern • On-page and off-page optimization, SEO Tactics • Introduction to SEM <p>Web Analytics:</p> <ul style="list-style-type: none"> • Google Analytics & Google AdWords • Data collection for web analytics, multichannel attribution, Universal analytics, Tracking code • 	1	25 %

Reference Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
Sr. No.	Author	Name of the Book	Publisher	Edition
1	Seema Gupta	Digital Marketing	Mc-Graw Hill	2017 / 1st
2	Ian Dodson	The Art of Digital Marketing	Wiley	2016 / 1st

3	Vandana Ahuja	Digital Marketing	Oxford University Press	2016 / 1st
4	Puneet Singh Bhatia	Fundamentals of Digital Marketing	Pearson	2017 / 1st
5	Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts	Social Media Marketing: A Strategic Approach	Cengage	2016 / 2nd
6	Ward Hanson, Kirthi Kalyanam	Internet Marketing & E-Commerce	Cengage	Latest Edition
7	Mary Lou Roberts, Debra Zahay	Internet Marketing: Integrating Online & Offline Strategies	Cengage	2012 / 3rd
8	Dr. Ragavendra K. and Shruthi P.	Digital Marketing	Himalaya Publishing House Pvt. Ltd.	Latest Edition

List of Journals/ Periodicals/ Magazines/ Newspapers:

Journal of Advertising, Journal of Marketing, Indian Journal of Marketing, Indian Management, Journal of Consumer Behaviour

Suggested Readings:

- 1 Social Media Marketing Workbook 2021 by Jason McDonald PhD
- 2 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, Snapchat, and More! by Andrew Macarthy
- 3 Social Media Marketing: A Strategic Approach by Melissa Barker, Donald I. Barker, et al



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Gokul Global University, Siddhpur



Faculty of Commerce and Management

Program: Master of Business Administration

Subject / Branch: Management

Year: 2022

Semester: IIIrd

Course Title: Management of Financial Service (MFS) **Course Code:** FMM130407

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2+3

Rationale:

1. It helps business firm to take financial decisions.
2. It prepares guideline for earning maximum profits with minimum cost.
3. It increases shareholders' wealth.
4. It can control the financial aspects of the business

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objectives:

The Financial Services include both the banking and non-banking services either based on fees or assets/funds. The content of this course is designed to provide basic understanding of the working of Indian financial systems and the management of non-banking financial services. The specific objectives of the course include:

- a. To familiarize the students with Indian financial systems.
- b. To equip the students with the theoretical and practical knowledge of different non-banking financial services.
- c. To develop the skills to run and manage different financial

services as a manager/ entrepreneur.

Course Outcome:

1. Developing insights regarding concept and mechanism of various financial services amongst finance students. Imparting knowledge regarding depth and width of Indian financial system and financial services.
2. Comprehend the regulatory framework governing financial services.
3. Enhance analytical and decision-making skills in the context of financial services.
4. Recognize the importance of financial management from a strategic perspective. Compute cost of capital and develop innovative financial strategies. Analyze the capital structure decisions through relevant models

Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Indian Financial system, Reserve bank and financial system, structure of banking and non-banking companies, Introduction to different markets : Capital market, Money market, Primary Market, Secondary Market	1	25 %
II	Asset/Fund based financial services : Leasing, hire purchase	1	25 %
III	Consumer credit, factoring and forfeiting , Bill discounting, Housing finance, Insurance services, venture capital financing, Mutual fund services	1	25 %
IV	Merchant banking services : all services related to issue management Credit rating, Stock broking, depositories, custodial services and short selling and securities lending and borrowing services, Credit cards	1	25 %

Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	L Bently & B Sherman	Intellectual Property Law	Oxford	3 rd Edition 2009

R2	S S Gulshan	Company law	Excel	2 nd Edition
R3	Pollock & Mulla.	Indian Contract act- Vol I & II	Lexis Nexis	Latest Edition
R4	Ramaswamy, B S	Contracts and their management	Lexis Nexis	Latest Edition
R5	Vasant Desai	Financial Market sand financial services	Himalaya	Latest Edition
R6	H R Machiraju,	Indian Financial System	Vikas	Latest Edition
R7	Clifford Gomez,	Financial Markets, Institutions and financial Services	PHI	Latest Edition

Lists of Journals/ Periodicals/ Magazines/ Newspapers:

1. Journal of Economic Times,
2. Financial Report.

Suggested Readings:

1. <https://www.ddegjust.ac.in/studymaterial/mba/fm-404.pdf>
2. <http://anucde.info/sm20210803/Management%20of%20Financial%20Services%20final/MFS%20Final/Pdf%20manage%20of%20finan%20services/Lesson-4.pdf>

Online Resources:

1. <https://www.rbi.org.in/scripts/paymentsystems.aspx>
2. www.kickstatrer.com
3. <http://www.npci.org.in/home.aspx>
4. <http://www.idrbt.ac.in/>
5. <http://www.bis.org/cpss/index.htm>

Practical / Activities:

1. To prepare a report on the penetration digital financial services (online banking, virtual wallets and crowd funding) in different countries of the world.
2. Understanding of various scams in Financial Markets



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Gokul Global University, Siddhpur



Faculty of Commerce and Management

Program: Master of Business Administration

Subject / Branch: Management

Year: 2nd

Semester: III rd

Course Title: Security Analysis and Portfolio Management (SAPM)

Course Code: FMM130408

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2+3

Rationale:

1. It helps investors in taking proper investment decisions based on their income, ability to take risk etc.
2. Since investors get detailed information about various securities, so they can make a portfolio which reduces risk and maximizes profit.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. To familiarize the students with various investment markets and functioning of markets.
2. To equip the students with the theoretical and practical knowledge of

- capital market.
3. To develop the skills for developing the portfolio constructions, revision, reconstruction and investment advisory.

Course Outcome:

1. Develop investment strategies that align with investor objectives and risk tolerance.
2. Apply ethical and professional standards in securities analysis and portfolio management.
3. Utilize financial tools and software for portfolio analysis and performance measurement.
4. Explored to different avenues of investment. Equipped with the knowledge of security analysis. Apply the concept of portfolio management for the better investment. Invest in less risk and more return securities.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction to the landscape of investment. Define investment. Investment alternative. Discussion of assets- Innovative products- technological changes. Development in Indian capital markets. The process of investment trading- margin trading etc, types of orders. World markets. Various indices and its construction. Risk and return in investment. Real return-nominal return. Historical and expected return. Risk-valuation of risk. Sources of risk. Company stock market interest, inflation, credit risk. Portfolio risk. Power of diversification.	1	25 %
II	Security analysis and valuation. The fundamental analysis. EIC framework- economic analysis- variables tracked- industry analysis- variables tracked- company analysis- variables analysed. Equity valuation. DCF methodology- dividend discounting and free cash flow discounting. Sources of information and trouble shots of financial statements. Behaviour finance and efficient market theory and technical analysis. Tools and uses.	1	25 %
III	Fixed- income securities and derivatives. Investment in bonds. Structuring terms, valuation of bonds. Derivative market. Futures and options (F&O), future swaps.	1	25 %
IV	Portfolio management. Capital market theory. The	1	25 %

	CAPM and Marko Witz. Portfolioanalysis, inputs for construction, portfolio selection. Performance evaluation of portfolio, portfolio revision and portfolio management. Asset management companies: mutual funds. Performance evaluation of mutual funds.		
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Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	Mark Hirscheyand John Nofsinger,	Investment Analysis and Behaviour	TMH	Latest Edition
R2	Fischer and Jordon,	Security analysis and Portfolio Management	Pearson	Latest Edition
R3	Edwin Elton, Martin Gruber,Stephen	Modern portfolio: theory and investment analysis	Brown and William Goetsmann	Latest Edition
R4	Ranganatham and Madhumathi,	Investment Analysis and Portfolio Management	Pearson	Latest Edition
R5	Sudhindra Bhatt,	Security analysis and Portfolio Management	Excel	Latest Edition
R6	Gordon Alexander, William Sharpeand Jeffery Bailey,	Fundamental of Investments	Pearson	Latest Edition
R7	Geoffery Hirt and Stanley Block,	Fundamentals of investment Management	TMH	Latest Edition
R8	by Rohini Singh,	Security Analysis and Portfolio Management	Excel	Latest Edition
R9	David Luemberger,	Investment science	Oxford	Latest Edition
R10	Thomas Ho SangBin Lee,	Securities valuation, applications of financial modelling	Oxford	Latest Edition

R11	Jack Clark Francis,	Investments; Analysis and Management	Tata McGraw-Hill	Latest Edition
R12	Prasanna Chandra,	Investment Analysis and Portfolio Management	Tata McGraw-Hill	Latest Edition
R13	Russel Fuller and James Farrel,	Modern Investment and security analysis	Tata McGraw-Hill	Latest Edition
R14	V. A. Avadhani	Securities Analysis and Portfolio Management,	Himalaya	Latest Edition
R15	Preeti Singh,	Investment Management	Himalaya	Latest Edition

Lists of Journals/ Periodicals/ Magazines/ Newspapers:

1. Journal of Economic Times,
2. Financial Report.

Suggested Readings:

1. Investment Analysis and Portfolio Management by Reilly and Brown, Cengage Learning, India Ed.
2. Investment Analysis and Portfolio Management by Prasanna Chandra
3. Investments by Zvi Bodie, Alex Kane, Alan Marcus and Pitabas Mohanty

Online Resources:

3. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_SAPM_Lecture_Notes.pdf
4. <https://www.geektonight.com/security-analysis-and-portfolio-management-notes/>
5. https://www.acecollege.in/CITS_Upload/Downloads/Books/1078_File.pdf

Practical / Activities:

1. EIC analysis of any selected Industry/ Company.
2. Application of Valuation on Equity and bonds for its selection
3. Application of CAPM theory.
4. Creating a portfolio using Sharpe Portfolio Selection.
5. Portfolio evaluation Mutual Fund Schemes. . . .etc



Gokul Global University, Siddhpur



Faculty of Commerce and Management

Program: Master of Business Administration

Subject / Branch: Management

Year: 2nd

Semester: III rd

Course Title: Management of Industrial Relations and Labour Legislations (MIRLL)

Course Code: FMM130409

Course Type: Core Course

Credit: 04

Pre-Requisite: 10+2+3

Rationale:

1. To establish communication between workers and management to maintain the sound relationship between the two.
2. To establish support between managers and employees.
3. To ensure the creative contribution of trade unions to avoid industrial conflicts.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objectives: The objectives of this course are:

1. To help students understand the legal limitations in Human Resource Management.
2. To help students understand and handle industrial relations.

Course Outcome:

- 1 Understand the dynamics and complexities of industrial relations within organizations.
- 2 Develop strategies for effective communication and negotiation between management and labor unions.
- 3 Implement conflict resolution techniques to address labor disputes and maintain harmonious workplace relations.
- 4 Course is designed to provide the student with a thorough knowledge of legal implications in Human Resource Management. It will help students to understand and handle Industrial Relation. The students would also be able to appreciate the importance and applications of industrial relations and different legislations related the same.

Content

Unit	Description in detail	Credit	Weightage
I	Meaning, Definitions, Characteristics, Factors Affecting IR, Approaches to IR, Participation in IR, Objectives of IR and Human Relations, IR and Productivity, Various Dimensions of IR Case:(HMSI)P.674,IR, CS Venkata Ratnam	1	25 %
II	Industrial Disputes Act, 1947 Introduction, Objectives, Definitions, Various Methods and Various Authorities under the act for resolution of industrial disputes eg methods of conciliation, adjudication and voluntary arbitration, Authorities like Works Committee, Conciliation officer, Court of Enquiry, Labour Court, Industrial Tribunal, National Tribunal, Provisions with respect to Strikes and Lockouts, Lay-off and retrenchment, Special provisions relating to lay-off, retrenchment and closure, offences and penalties, unfair labour practices, etc. Important Supreme Court Cases on industry, workman, strikes, retrenchment, etc. Bombay Industrial Relations Act Objectives, Scope, Types of Unions for the purpose of recognition of a trade union, Resolution of industrial disputes, provisions pertaining to standing orders, etc.	1	25 %

III	<p>Trade Unions Act, 1926. Introduction, meaning, definitions, nature of trade unions, trade union movement in India, problems of trade union, appointment of registrar, procedure for registration of a trade union, cancellation of registration, appeal, rights and Privileges of a registered TU, duties and liabilities, amalgamation, dissolution of TUs, offences and penalties, etc.</p> <p>Industrial Employment Standing Order Act, 1946 Introduction, Objectives, definitions, Model Standing Orders, Procedure for approval of standing orders, appeal, modification of standing orders, Certifying Officer, subsistence allowance, offences and penalties,</p>	1	25 %
IV	<p>Factories Act, 1948 Objectives, definitions, Provisions regarding Health, safety, Welfare of workers, hazardous processes, working hours, restriction on employment of women and children, annual leave with wages, offences and penalties, case law, etc.</p> <p>Workers' Participation In Management Concept, Objectives, evolution, Statutory and Non Statutory Forms of WPM, level of WPM, assessment of WPM in India, Necessary conditions for effective working of WPM</p> <p>Discipline Meaning and definitions, Characteristics, Objectives of discipline, types of discipline, principles, procedure for disciplinary action, punishment, intervention by a tribunal, code of discipline in India</p>	1	25 %

Reference Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
R1	S C Srivastava	Industrial Relations and Labour Laws	Vikas	2007 Edition
R2	B D Singh	Industrial Relations- Emerging Paradigms	Excel	2 nd Edition
R3	A M Sarma	Industrial Relations- Conceptual and Legal Framework	Himalaya	9 th Edition
R4	A M Sarma	Industrial Jurisprudence and Labour Legislation	Himalaya	6 th Edition

R5	Kathy Daniels-	Employee Relations in an organizational context	Jaico	2007Edition
R6	B D Singh	Labour Laws for Managers	Excel	2007Edition
R7	Mamoria	Dynamics of Industrial Relations	Himalaya	16 th Edition
R8	Taxmann's	Labour Laws		Latest Edition
R9	Harry Katz, Thomas Kochan, and Alexander Colvin	An Introduction to Collective Bargaining & Industrial Relations	Tata McGraw Hill	Latest Edition

Lists of Journals/ Periodicals/ Magazines/ Newspapers:

1. Journal of Management of Industrial Relations,
2. Human Capital Behaviour

Suggested Readings:

6. https://backup.pondiuni.edu.in/storage/dde/downloads/hrmiii_irm.pdf
7. [https://kskvku.ac.in/WebFiles/M.B.A%20Syllabus%20\(2%20years%20AICTE%20Approved%20Course\)_2013-14.pdf](https://kskvku.ac.in/WebFiles/M.B.A%20Syllabus%20(2%20years%20AICTE%20Approved%20Course)_2013-14.pdf)

Online Resources:

- 1 https://ebooks.lpude.in/management/mba/term_3/DMGT516_LABOUR_LEGISLATIONS.pdf
- 2 https://www.nishithdesai.com/fileadmin/user_upload/pdfs/Research%20Papers/India-Trade-Unions-and-Collective-Bargaining.pdf

Practical / Activities:

2. Practical: Student should study at least one of the above mentioned or related Industrial Law / Act as applied in any one Company / SME in above mentioned areas, and make a Public Presentation the class in presence of preferably a HR/ IR Manager / Consultant.

Course Outcomes	Expected Mapping With Program Outcome											
	1-Weak correlation, 2-Medium correlation,3-High correlation,											
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	3	-	-	-	-	3	-	-	-	-	-	-
CO2	-	-	2	-	-	3	-	-	-	-	-	-

CO3	-	-	-	-	2	-	-	2	-	-	-	-
CO4	-	-	-	3	-	-	-	-	-	-	-	-



विद्या अन्तम्

Gokul Global University, Siddhpur



Faculty of Commerce and Management

Program: Master of Business Administration

Subject / Branch: Management

Year: 2nd

Semester: III rd

Course Title: Compensation Management (CM)

Course Code: FMM130410

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2+3

Rationale:

1. Compensation management is the discipline for determining employees' appropriate pay and benefits.
2. A critical element in talent management and employee retention, it uses financial and nonmonetary benefits to attract recruits, reduce turnover, spur performance and boost employee engagement.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

To provide insights in to strategic choices in managing compensation. There have been several innovations in the field of Compensation. The courses will emphasis on this compensation model. The course also provides major Compensation issues in the context of current theory, research and practice. The practices illustrate new development and as well as established approaches to compensation decision.

Course Outcome:

1. Understand the importance of compensation in attracting, motivating, and retaining employees.
2. Design compensation structures that align with organizational goals and objectives.
3. Understand the impact of compensation on employee engagement, satisfaction, and productivity.
4. Recognize how pay decisions help the organization achieve a competitive advantage. Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations

Content

Unit	Description in detail	Credit	Weightage
I	An Overview of Reward Management, The Reward System, Total Reward, Strategic Reward, International Reward Performance Management and Reward, Engagement and Reward, Financial and Non-financial Reward, Contingent Pay Scheme, Bonus Scheme, Team Pay, Rewarding for Business Performance, Recognition scheme	1	25 %
II	Valuing and Grading Jobs Pay levels, Job Evaluation Schemes, Equal Pay, Market Rate Analysis, Grade and Pay Structures Rewarding Special Groups Rewarding Directors, Senior Executives, Sales, Services staff, Knowledge workers, manual workers,	1	25 %
III	(i) Payment of Wages Act, 1936. (ii) Minimum Wages Act, 1948. (iii) Payment of Gratuity Act, 1972. (iv) Payment of Bonus Act, 1965 Equal Remuneration Act, 1976. (vi) Income tax act provisions with respect to salaried persons.	1	25 %
IV	(i) Employees' State Insurance Act, 1948. (ii) Employees' P F & Misc Provisions Act, 1952. (iii) Workmen's Compensation Act, 1923. (iv) Maternity Benefits Act, 1981 (v) Unorganised Sector Workers' Social Security Act, 2008	1	25 %

Reference Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
R1	Milkovich, Newman, VenkatRatnam	Compensation	Tata McGraw Hill	9 th Edition

R2	Tapomoy Deb	Compensation Management- Text and Cases	Excel	2009 Edition
R3	Taxmann's	Labour Laws(Bare Acts)	Taxmann's	Latest Edition
R4	Mousumi Bhattacharya, Nilanjan Sengupta	Compensation Management	Excel	Latest Edition
R5	K. Bhatia	Compensation Management	Himalaya	Latest Edition
R6	Goel	Performance Appraisal and Compensation Management: A Modern Approach	PHI	Latest Edition
R7	Lance Berger and Dorothy Berger	The Compensation Handbook	McGraw Hill	Latest Edition
R8	Sharon Koss	Solving the CompensationPuzzle: Putting Together a Complete Pay and Performance System (Practical Hr Series)	SHRM	Latest Edition
R9	James F. Reda, Stewart Reifler, Laura G. Thatcher, and Philip R. Lochner	The Compensation Committee Handbook	Wiley	3rd Edition
R10	James D. Cotterman	Compensation Plans for Law Firms, Fourth Editiony	ALA	3rd Edition
R11	B D Singh	Compensation and RewardManagement	Excel	Latest Edition

Lists of Journals/ Periodicals/ Magazines/ Newspapers:

1. Journal of Economic Times,
2. Financial Report.

Suggested Readings:

8. Compensation Management in a knowledge- based world, Richard I. Henderson, Pearson Education
9. Richard I. Henderson, Compensation Management in a Knowledge-Based World, Pearson Education, 2009, 10th Edition.



Gokul Global University, Sidhpur



Faculty of Commerce and Management

Program: Master of Business Administration

Subject / Branch: Management

Year: 2ND

Semester: IVth

Course Title: Comprehensive Project (CP)

Course Code: FMM140401

Course Type: Core

Course Credit: 08

Pre-Requisite: 10+2+3(Commerce & Management Graduation from Any Recognition University)

Rationale: Comprehensive Project is the study of to understand Project in order to implement the best practices of marketing in real world.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
0	0	8	0	0	100	100

Course Objective: The objectives of the course are:

The objective of this course is to prepare the students to conduct a study of an Industry/organization or project utilizing the tools and techniques learned in the first three semesters of the programme.

The focus of the study could be an in depth analysis of an industry and within the industry study of an organization as a case study. The emphasis is on macro

and micro level study of issues/problems. Alternatively, if an organization has a problem, its diagnosis and solution in the form of an analytical analysis or model building could be considered which can be implemented. The comprehensive project study could also be carried out as a comparative analysis of the same industry in different countries, if feasible.

The project should have substantial primary/secondary data. The student is expected to conduct a detailed survey of literature and/or analysis of the secondary/ primary data. In case of a status report of an industry, it is expected that the student collects data regarding all aspects related to a particular industry, analyse the data and present the findings.

Prior to conduct of the study, a student is required to prepare a short research proposal of the study and it is also expected that the study would lead to recommendations and implementable plans of action.

Course Outcome:

1. Identify and define a complex business problem or opportunity.
2. Demonstrate critical thinking, problem-solving, and decision-making skills in a professional business context.
3. Apply relevant theoretical frameworks and concepts to propose innovative solutions.
4. Develop a detailed project plan and execute it efficiently.

Expected format for preparation of the proposal:

- Introduction and Statement of the Problem
- Short Literature Survey
- Research Design and Hypothesis, if any
- Research Methodology
- Data Sources
- Time Budget
- Tentative Chapter Plan
- Expected Contribution of the study
- Beneficiaries
- A short write up on the researcher
- Bibliography/Appendices, if any

Report Framework

- Initial pages
- Executive summary
- Introduction/statement of problem

- Detailed survey of literature
- Need – objective of the study
- Methodology/Focus/Scope/Limitations
- Text of the study including analysis
- Conclusions and Recommendations including plan of action
- Bibliography
- Appendices

Format of Presentation

1. The student is expected to follow the required style for presentation of the report including Tables, References, Bibliography and Appendices.
2. Literature Survey should be related to the problem of study. Review of the studies in the area and critical examination of them including conclusions of the student should form part of the literature survey.
3. Acknowledgement of all sources of information through footnoting and bibliography is an essential requirement of the study.

Conduct of the project

1. The comprehensive study should be done by a team of two students. Undertaking comprehensive project by a single student should be discouraged.
2. A faculty member should be assigned to each group. The faculty member should ensure that there is proper analysis of data with some amount of originality. Cut and paste of data/analysis/material should not be allowed.
3. Ideally the comprehensive study should start from the third semester and the deadlines for different activities such as identification of topics, presentation of proposal, data collection, etc., can be specified by the respective institution so as to discourage last minute compilation and collation of data/materials.
4. Two copies of the report (one print + one digital) should be submitted by the student(s) to the institute. The institute has to submit combined CD of all the projects to the GTU Library.

Course Outcomes	Expected Mapping With Program Outcome											
	1-Weak correlation, 2-Medium correlation,3-High correlation,											
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	3	-	-	-	-	-	-	-	-	-	-	3
CO2	-	-	-	-	-	3	-	-	-	-	-	-

CO3	-	-	-	-	2	-	-	-	-	-	-	-
CO4	-	-	-	1	-	-	-	-	-	-	-	-



Gokul Global University, Sidhpur



Faculty of Commerce and Management

Program: M.B.A

Subject / Branch: Management

Year: 2nd

Semester: IVth

Course Title: Business Ethics & Soft skill **Course Code:** FMM140402

Course Type: Core: Compulsory

Course Credit: 04

Pre-Requisite: 10+2+3 (Commerce & Management or Any Graduation from Any Recognition University)

Rationale: Business Ethics & Soft skill is the study of to understand Ethics and Skill in order to implement the best practices of marketing in real world.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

The course aims to familiarize the students with the basics of Business Ethics and Soft Skills and its applications.

Course Outcome:

The course aims to familiarize the students with Business Ethics and Soft Skills.

1. Understand and apply ethical theories and frameworks to analyses and address ethical dilemmas in business.
2. Develop skills in ethical decision-making and demonstrate ethical behavior in professional settings.
3. Demonstrate teamwork and collaboration skills to work effectively in diverse teams.
4. Develop leadership skills and understand the importance of ethical leadership in organizations.

Content

Unit	Description in detail	Credit	Weightage
I	Business Ethics - Introduction Business Ethics – Nature, Concept, Definition & Scope, 3Cs of Business Ethics, Benefits of managing ethics in the organization, Ground rules of Ethics, Ethical Dilemmas – Meaning, methods of resolving ethical dilemmas, Approaches to resolving ethical dilemmas	1	25 %
II	Corporate Social Responsibility Arguments for social responsibility, Business as responsible person, Social responsibilities of business towards different groups, Business Ethic’s core responsibilities of Entrepreneurial performance, Promoting value based governance in organizations.	1	25 %
III	Elements of Soft Skills Introduction , Importance of soft skills, improving soft skills and practicing soft skills, , attributes regarded as soft skills: Time and Stress Management - Time Management matrix, Steps of successful time management, Difference between time savers and time wasters. Sources of stress, effects of stress and stress management tips.	1	25 %

IV	All about Attitude Introduction , meaning, factors which form attitude, ways of changing attitude in person, obstacles in developing positive attitude, developing Positive Attitude , workplace attitude and Power of Positive Attitude. Team building and team work skills, characteristics of effective team, role of team leader and team members.	1	25 %
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Reference Books:

S. K. Bhatia, Business Ethics & Corporate Governance, Deep & Deep Publication Pvt. Ltd., New Delhi.S.A. Sherlekar, Ethics in Management, Himalaya Publication, New Delhi.

Alex K.,Soft Skills Know Yourself and Know the World, Sultan Chand & Sons New Delhi

Managing Soft Skills for Personality Development by B. N. Ghosh, Tata McGraw Hill education

Personality Development and Soft Skills by Barun K.Mitra, Oxford University Press

Suggested Readings:

1. Soft Skills, by S. Hariharan, N. Sunderrajan and S.P. Shanmugpriya, Neha Publication and Distributors

2.Communication Skills and Soft Skills : An Integrated Approach (With CD) by E. Sureshkumar and Shreehari Pearson India

Online Resources:

1. <https://www.pdfdrive.com>
2. www.slideshare.net

Practical / Activities:

3. Quiz using Google Forms or Quizzes
4. Breakout room activity

Course Outcomes	Expected Mapping With Program Outcome											
	1-Weak correlation, 2-Medium correlation,3-High correlation,											
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	-	-	-	-	-	-	-	-	-	-	-	1
CO2	-	-	-	-	-	3	-	-	-	-	-	-
CO3	-	-	-	-	2	-	-	-	-	-	-	-
CO4	-	-	-	1	-	-	-	-	-	-	-	-



Gokul Global University, Sidhpur



Faculty of Commerce and Management

Program: Master of Business Administration **Subject / Branch:** Management

Year: 2nd

Semester: IVth

Course Title: Supply Chain Management (SCM) **Course Code:** FMM140403

Course Type: Core: Compulsory

Course Credit: 04

Pre-Requisite: 10+2+3 (Commerce & Management or Any Graduation from Any Recognition University)

Rationale: Supply Chain Management is the study of to understand Supply chain management order to implement the best practices of marketing in real world

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

The supply chain management industry is a growing industry seeking high-skilled workers. The Workforce Access *Introduction to Supply Chain Management* online course is aimed at helping learners develop an understanding of the industry-specific competencies needed for careers in supply chain management, and to build the academic and workplace skills needed for success in postsecondary or career training. Students are introduced to different jobs in the various sectors of the supply chain management industry:

- Logistics, Planning, and Supply Chain Management Services
- Manufacturing and Production
- Procurement Planning and Order Management
- Inventory Control
- Warehousing and Distribution Center Operations
- Transportation Operations

Course Outcome:

1. Students will acquire a comprehensive understanding of the key principles and practices governing the effective flow of goods, information, and services across a supply chain network.
2. They will be able to analyse and optimize supply chain processes, develop strategies to enhance efficiency, mitigate risks, and improve customer satisfaction.
3. Students will also gain proficiency in employing various tools and techniques for supply chain planning, inventory management, demand forecasting, and supplier relationship management.
4. They will be equipped with the knowledge and skills to apply sustainable and ethical practices in supply chain operations.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Supply Chain Management An Overview of Supply Chain Management The Concept of Supply Chain Management, The Role of Logistics in Supply Chain Management Supply Chain Technology Systems	1	25 %
II	Integrated Supply Chain Management Integrative Logistics Management, Quality Customer Service, Procurement Management	1	25 %
III	Supply Chain Logistics Operations Inventory Management , Manufacturing, Distribution and Warehouse Management ,Packaging and Handling ,Transportation	1	25 %



Gokul Global University, Sidhpur



Faculty of Commerce and Management

Program: Master of Business Administration

Subject / Branch: Management

Year: 2nd

Semester: IVth

Course Title: Product and Brand Management (PBM)

Course Code: FMM140404

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2+3 (Commerce & Management or Any Graduation from Any Recognition University)

Rationale: Product and Brand Management (PBM) is the study of to understand Product and Brand Management (PBM) order to implement the best practices of marketing in real world

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

7. Course Objective: The objectives of the course are:

The objectives of the course are:

- To develop an understanding of the basic branding principles and their exposure to classic and contemporary branding applications.
- To make the students aware about the role of brands, the concept of brand equity, and the advantages of creating strong brands.
- To increase the understanding of the important issues in planning, implementing, and evaluating brand strategies.
- To acquaint the students with the appropriate concepts, theories, models and other tools to make better brand decisions.
- To understand the latest developments and cultivate an understanding of the adjustments to be made in branding strategies over time and geographic boundaries to maximise brand equity

Course Outcome:

1. Students will possess a solid understanding of the fundamental principles and strategies involved in effectively managing products and building strong brands.
2. Students will also learn how to create and nurture brand identities, differentiate products in competitive markets, and leverage marketing communication tools to enhance brand awareness and equity.
3. Overall, students will be equipped to make informed decisions to successfully manage products and build powerful brands in dynamic business environments.
4. Understand and differentiate the basic concepts between a product and a brand. Explore the process of creation of a brand. Explain the various qualitative and quantitative measures that help track a brand. Understand Impact of various brand building tools. Develop strategies to be adopted for the product, pricing and distribution aspects of the brand.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Product Management, Category Attractiveness, Market Competition and Competitor Analysis, Product Strategy	1	25 %

	and New Product Development		
II	Customer and Market Potential Analysis, , Managing a Product during various stages of PLC. Product Market Analysis for different products, Emerging panorama of the Indian market, New challenges for marketers in India (Practical Studies)	1	25 %
III	Branding & Brand Management, The concepts of BrandEquity, Creating brands in a competitive market. Brand Positioning and Brand Associations. Using Brand Elements to create brand equity.	1	25 %
IV	Designing Marketing Programmes to Build Brand Equity. Leveraging Secondary Brand Associations. Developing a Brand Equity Management System. Measuring Sources of Brand Equity and Brand Equity measurement approaches.	1	25 %

Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	Ramanuj Majumdar	Product Management in India	PHI EEE	Latest Edition
R2	Elliott Richard and Percy Larry	Strategic Brand Management	Oxford University Press (Indian Edition)	Latest Edition
R3	Tybout and Calkins (Editors)	Kellogg on Branding	Wiley	Latest Edition
R4	VanAuken Brad	Branding	Jaico	Latest Edition
R5	Jean Noel Kapferer	Strategic Brand Management	Kogan Page	Latest Edition
R6	Dholkia, Anwar and Hasan	Marketing Practices in Developing Economy : Cases from South Asia	PHI	Latest Edition
R7	YLR Moorthi	Brand Management, The Indian Context	Vikas	Latest Edition



**Gokul Global University,
Sidhpur**



Faculty of Commerce and Management

Program: M.B.A

Subject / Branch: Management

Year: 2nd

Semester: IVth

Course Title: Rural Marketing (RM)

Course Code: FMM140405

Course Type: Core: Compulsory

Course Credit: 04

Pre-Requisite: 10+2+3 (Commerce & Management or Any Graduation from Any Recognition University)

Rationale: Rural Marketing is the study of to understand Rural Marketing order to implement the best practices of marketing in real world

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

- To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
- To familiarize with the special problems related to sales in rural markets, and
- To help understand the working of rural marketing institutions.

Course Outcome:

1. Students will possess a thorough understanding of the unique dynamics and challenges involved in marketing products and services in rural areas.
 2. Students will learn how to navigate the complexities of rural distribution networks, including the role of intermediaries and efficient supply chain management.
 3. Ultimately, students will be equipped to make informed decisions and implement successful marketing initiatives to reach and engage rural consumers effectively.
 4. Explore the various facets of rural marketing and develop an insight into rural marketing regarding different concepts and basic practices in this area
- MBA
SEM IV Course Code Course Name Course Objective Course Outcome. Identify the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges in the globalization of the economies.

Content

Unit	Description in detail	Credit	Weightage
I	Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms – The Development exercises in the last few decades.	1	25 %

II	Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets. Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.	1	25 %
III	Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural market	1	25 %
IV	Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.	1	25 %

Reference Books:

1. Balaram Dogra & Karminder Ghuman, RURAL MARKETING: CONCEPT & CASES,

Tata McGraw-Hill Publishing Company, New Delhi, 2008

2. A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, *New Age International Publuishers, 2007*
3. CSG Krishnamacharylu & Laitha Ramakrishna, - RURAL MARKETING, *Pearson Education Asia. 2009*
4. Philip Kotler, MARKETING MANAGEMENT, *Prentice - Hall India Ltd. New Delhi*

Suggested Readings:

1. Agarwal A.N, INDIAN ECONOMY, *Vikas Publication, New Delhi.*
2. Ruddar Dutt Sundaram, INDIAN ECONOMY, *Tata McGraw Hill. Publishers, New Delhi*

Online Resources:

1. <https://www.pdfdrive.com>
2. www.slideshare.net

Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity

Course Outcomes	Expected Mapping With Program Outcome											
	1-Weak correlation, 2-Medium correlation,3-High correlation,											
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	3	-	-	-	-	-	-
CO3	-	-	-	-	2	-	-	-	-	-	-	-
CO4	-	-	-	1	-	-	-	-	-	-	-	-



विद्या अन्तम्

**Gokul Global University,
Siddhpur**



Faculty of Commerce and Management

Program: Master of Business Administration

Subject / Branch: Management

Year: 2ND

Semester: IV

Course Title: Mergers & Acquisition (MA)

Course Code: FMM140406

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2+3 Commerce & Management or Any Graduation from Any Recognition University

Rationale: Mergers & Acquisition is the study of to understand Mergers & Acquisition order to implement the best practices of marketing in real world

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	4	Mid	CE	70	100
			20	10		

Course Objective: The objectives of the course are:

To develop the perspective of financial policy as a subset of corporate strategy and to have an insight into financial decisions In addition, the course aims to familiarise students with various techniques of corporate restructuring, and valuation methods and their application used by corporate in real life. To develop an understanding of Mergers and Acquisitions (M&A) as a significant economic activity taking place in today's economy.

Course Outcome:

1. Students will acquire a comprehensive understanding of the strategies and techniques involved in reshaping and revitalizing organizations.
2. Students will gain proficiency in identifying restructuring opportunities, assessing risks, and executing successful restructuring plans.
3. Additionally, students will learn about legal and regulatory considerations, ethical implications, and stakeholder management in corporate restructuring.
4. They will also develop skills in financial modeling, valuation, and negotiation to effectively manage the restructuring process.

Content:

Unit	Description in detail	Credit	Weightage
I	<p>Corporate Restructuring: Concept, Reasons for Restructuring , Barriers to Restructuring, Types of Corporate Restructuring</p> <p>Mergers and Acquisitions: Concept, Classification of Mergers, Motives behind M & A, Process of M & A , Reasons for failure, Reverse Merger, Recent Examples of M & A in India, Concept of Acquisition and types of Acquisitions</p> <p>Due Diligence: Concept, Types of Due Diligence</p> <p>Cross Border Acquisition: Concept, Benefits of Cross Border Acquisitions, Difficulties in Cross Border Acquisition</p>	1	25 %
II	<p>Legal issues in M & A Provision for M & A under Companies Act, 2013, SEBI Buyback of Securities Regulations ,SEBI (Substantia Acquisition of shares and Takeover Regulations) , SEBI (Delisting of Securities) Guidelines Provisions of Income Tax Act , Competition Act for M & A</p>	1	25 %
III		1	25 %

	<p>Takeover: Concept ,Takeover Defense tactics Benefits and disadvantages of Takeover</p> <p>Divesture: ,Concept, benefits , Types of Divesture Reasons for Divesture</p> <p>Going Private and Leverage Buyout: Concept, Types of Leverage Buyouts</p> <p>Concept of Employee Stock Ownership (Only Theory)</p> <p>Funding options for M & A.</p>		
IV	<p>Accounting for Mergers: AS14 ,Methods of Accounting Balance Sheet Treatments after M & A</p> <p>Exchange Ratio and Synergy: .Concept ER based on EPS, MPS, PE , Combined EPS, Combined MPS, Combined PE, Minimum and Maximum Exchange Ratio based onMPS and EPS, Market value of merged firm</p> <p>Cost and Benefits of a merger</p> <p>Different Approaches of Valuation of M & A (Theoryand Sums): Asset Based Valuation : Net Asset Method Book Value basis, Market Value basis, Liquidation Value basis</p> <p>Income Based Valuation: Discounted Cash flow Method ,Equity Valuation and Firm Valuation covering Stable growth and two stage growth model ,Dividend Yield Method , Capitalization Method</p>	1	25 %

List of Journals / Periodicals/Magazines/Newspapers, etc.:

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

1. Business Standard
2. The Economic Times
3. Financial Express
4. Chartered Financial Analyst
5. Journal of Applied Finance
6. CFA Reader

Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher
R1	James J. Fred Weston, Mark L. Mitchell, J. Harold Mulherin	Takeovers, Restructuring, and Corporate Governance	Pearson Education

R2	Patrick Gaughan	Mergers, Acquisitions & Corporate restructuring (4 th Edition)	Wiley Publication
R3	Arzak	Value Creation From <u>Mergers And Acquisitions</u>	Wiley India (P) Ltd.
R4	Ramanujam et al	Megers	TMH, 2003
R5	John C. Michelson	Restructuring for Growth	TMH
R6	Bhagvandas	Corporate restructuring	Himalaya

Suggested Readings :

1. Mergers And Acquisitions by Machiraju
2. Merger Acquisitions & Corporate Restructuring by Chandrashekar Krishna Murthy & Vishwanath. S.R

Online Resources:

- 1 <https://www.pdfdrive.com>
- 2 www.slideshare.net

Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity

Course Outcomes	Expected Mapping With Program Outcome											
	1-Weak correlation, 2-Medium correlation,3-High correlation,											
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	-	-	-	-	-	-	-	-	-	-	-	2
CO2	-	-	-	-	-	3	-	-	-	-	-	-
CO3	-	-	-	-	2	-	-	-	-	-	-	-

CO4	-	-	-	3	-	-	-	-	-	-	-	-
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विद्या अन्तम्

Gokul Global University, Sidhpur

Faculty of Commerce and Management

Program: Master of Business Administration

Subject / Branch: Management

Year: 2nd

Semester: IVth

Course Title: Risk Management (RM)

Course Code: FMM140407

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2+3 Commerce & Management or Any Graduation from Any Recognition University

Rationale: Risk Management is the study of to understand Risk Management order to implement the best practices of marketing in real world

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme		
Lecture	Tutorial	Practical	Internal	External	Total

4	0	0	Mid	CE	70	100
			20	10		

Course Objective: The objectives of the course are:

The course intends to equip students with the ability to apply stock market basics to Indian Derivative market. Financial Derivatives are discussed in terms of their valuation, analysis and application for hedging, speculation and arbitrage. Students are apprised of the recent innovations in derivatives in India unlike other countries.

Course Outcome:

1. Students will gain a comprehensive understanding of the principles, theories, and practices related to managing financial risks using derivatives.
2. Students will learn to utilize derivative instruments such as futures, options, swaps, and forwards to hedge against risks and optimize portfolio performance.
3. They will gain proficiency in evaluating derivative strategies, analyzing their impact on risk and return, and implementing them effectively.
4. They will be equipped to navigate complex financial markets, make informed risk management decisions, and effectively utilize derivatives to mitigate financial risks.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Cash & Derivative Market- An Overview Basic Market Concepts & Mechanics of Cash Market, Various Indexes of the world & its computation, Meaning & types of Derivative Instruments, Forward, future, Option & swaps, Spot v/s Future Market, Growth of Derivative Markets in India-History & Background, ETM & OTC Markets, Types of Traders- Hedger, Arbitrageur & Speculation, Standardization of Derivative Contracts & other basic concepts. Regulatory Framework.	1	25 %
II	Forward & Future Markets Introduction, Mechanics of Forward & Future Market, Stock Futures & Stock Index Futures in India, Pricing of Forward & Future Markets-how to read quotes, Margins, Open interest positions etc. Cost of Carry Models & Basis-Cash Price v/s Future price, Trading Strategies-Index Arbitrage, hedging using futures, options and combination of both, Speculation, spreads etc & other advanced trading strategies.	1	25 %

III	Option Markets Types of option markets, ITM, ATM & OTM, Intrinsic Value & Time Value, Factors affecting option pricing, European & American, Arbitrage restriction on option prices, Put-call parity relationship, Put call ratio & Open Interest in relation to the price and volume, liquidating options, Option Trading Strategies- Arbitrage, hedging & Speculation, Option Pricing Models-Black schools & Binomial Model, Option Calculator, VAR & Greek Letters.	1	25 %
IV	Innovations in Indian Derivative Market Introduction to Commodity and Currency Derivatives v/s OTC Derivatives- Foreign currency market & currency contracts in India, Purchasing power parity & covered interest Arbitrage, Currency Futures- Arbitrage, hedging & Speculation. Introduction to Cash & Derivative Market- An Overview Basic Market Concepts & Mechanics of Cash Market, Various Indexes of the world & its computation, Meaning & types of Derivative Instruments, Forward, future, Option & swaps, Spot v/s Future Market, Growth of Derivative Markets in India- History & Background, ETM & OTC Markets, Types of Traders- Hedger, Arbitrageur & Speculation, Standardization of Derivative Contracts & other basic concepts. Regulatory Framework	1	25 %

Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	Varma	Derivatives & Risk Management	Tata McGraw hill	Latest Edition
R2	Vivek & P.N. Asthana	Financial Risk Management	Himalaya	Latest Edition
R3	David A. Dubofsky and Thomas W. Miler	Derivatives Valuation and Risk Management	Oxford University Press	Latest Edition
R4	Patwari & Bhargava	Options and Futures : An Indian Perspective	Jaico Publishing House	Latest Edition

The following pedagogical tools will be used to teach this course:



**Gokul Global University,
Sidhpur**



Faculty of Commerce and Management

Program: Master of Business Administration

Subject / Branch: Management

Year: 2nd

Semester: IVth

Course Title: Human Resource Development (HRD)

Course Code: FMM140408

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2+3 Commerce & Management or Any Graduation from Any Recognition University

Rationale: Human Resource Development is the study of to understand Human Resource Development order to implement the best practices of marketing in real world

Teaching Examination Scheme:

Teaching (Hours/week)	Examination Scheme
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Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective: The objectives of the course are:

HRD is inevitable to maintain workforce competitive in the everchanging business environment. HRD therefore not only adds value to the human resource of an organisation but also compensate for the changing environmental requirements.

Course Outcome:

1. Understand the importance of human resource development in achieving organizational goals and maintaining a competitive advantage.
2. Design and implement effective training programs and initiatives to enhance employee skills, knowledge, and performance.
3. Foster employee engagement, motivation, and job satisfaction through effective HR practices.
4. Promote career development and growth opportunities for employees within the organization.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction, Definitions of HRD, Evolution of HRD, HRD and HRM, HRD Functions, Role of HRD Professional, Challenges to organizations and HRD Professionals, Framework for HRD Process	1	25 %
II	Definitions, Purpose of Needs, Levels of Need analysis, Strategic/Organizational Analysis, Task analysis, Person analysis, Prioritizing HRD Needs, Competency Mapping and Career Management	1	25 %
III	Designing Effective HRD programs, Defining the objectives of the HRD interventions, Selecting the Trainer, Preparing a lesson Plan, Selecting training methods, Preparing training materials, Scheduling	1	25 %

	HRD Programs		
IV	Implementing and Evaluating HRD Programs: Training Delivery methods, On-Job Training methods, Class-room Training approaches, Implementing the Training Programs, Purpose of HRD Evaluation, Models and frameworks of evaluation, Accessing impact of HRD Programs, Ethical issues concerning Evaluation	1	25 %

Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	Pareekh Udai & TVRao	Understanding HRD System	Tata McGraw-Hill	Latest Edition
R3	Biswanath Ghosh	Human Resource Development & Management	Vikas	Latest Edition
R4	Mankin	Human Resource Development	Oxford	Latest Edition
R5	Rothwell	Beyond training and development	Jaico	Latest Edition
R6	P. L. Rao	Training and Development	Excel	Latest Edition
R7	Blanchard, Thacker	Effective Training	Pearson	Latest Edition
R8	Les Donaldson, Edward	Human Resource Development: The NewTrainer's	Perseus	Latest Edition

	Scannell, and Edward S. Scannell	Guide		
R9	Juani Swart, Clare Mann, Steve Brown, and Alan Price	Human Resource Development: Strategy and tactics	Elsevier	Latest Edition

List of Journals / Periodicals/Magazines/Newspapers, etc.:

- Journal of Human Resource Development.
- Management Review- IIM Bangalore,
- Vikalpa- IIM Ahmedabad,
- Human Capital

Suggested Readings :

1. Global Human Resource Development by Michael J. Marquardt
2. Foundations of Human Resource Development by Richard A Swanson PhD and Elwood F. Holton

Online Resources:

- 3 <https://www.pdfdrive.com>
- 4 www.slideshare.net

Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity

Course Outcomes	Expected Mapping With Program Outcome
	1-Weak correlation, 2-Medium correlation,3-High correlation,

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	3	-	-	-	-	3	-	-	-	-	-	1
CO2	-	-	-	-	-	3	-	-	-	-	-	-
CO3	-	-	-	-	2	-	-	-	-	-	-	-
CO4	-	-	-	2	-	-	-	-	-	-	-	-



विद्या अन्तम्

Gokul Global University, Sidhpur



Faculty of Commerce and Management

Program: Master of Business Administration

Subject / Branch: Management

Year: 2nd

Semester: IVth

Course Title: Strategic Human Resource Management (SHRM)

Course Code: FMM140409

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2+3 Commerce & Management or Any Graduation from Any Recognition University

Rationale: Strategic Human Resource Management is the study of to understand Strategic Human Resource Management order to implement the best practices of marketing in real world

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		

			20	10	70	100
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Course Objective: The objectives of the course are:

This course presents a thorough and systematic coverage of issues related to strategic human resource management, This course is basically for the students who are specializing in the field of Human resource management.

Course Outcome:

1. Understand the role of strategic human resource management (SHRM) in aligning HR practices with organizational goals and objectives.
2. Develop HR strategies that support the organization's competitive advantage and long-term success.
3. Understand the legal and ethical considerations in SHRM and ensure compliance with applicable laws and regulations.
4. Understand the emerging trends and challenges in SHRM and adapt HR practices accordingly.

Content

Unit	Description in detail	Credit	Weightage
I	Business environment and importance of strategic planning for business success, Business strategy- An introduction to market driven strategy, Resource driven strategy	1	25 %
II	The Human resource environment of business, human resource system- its macro and micro dimensions, strategic management of HR, Strategic HR planning	1	25 %
III	Strategic approach to manpower acquisition – recruitment and selection, Strategic development of human resources	1	25 %
IV	Strategic approach to management structure, job design and work system, strategic management of	1	25 %

	performance, strategic approach to compensation and benefits. Strategic approach to Industrial relations, outsourcing and its HR implications, Mergers and acquisitions and HRM		
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Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	Tanuja Agarwala	Strategic HRM	Oxford	Latest Edition
R2	James Baron and David Kreps	Strategic Human resources	Wiley	Latest Edition
R3	Schuler and Jackson	Strategic Human resource management	Wiley	Latest Edition
R5	Susan E. Jackson, Angelo DeNisi, and Michael A. Hitt	Managing Knowledge for Sustained Competitive Advantage: Designing Strategies for Effective Human Resource Management	Jossey – Bass	Latest Edition
R6	Charles J. Fombrun, Noel M. Tichy, and Mary Anne Devanna	Strategic Human Resource Management	Wiley	Latest Edition
R7	Michael Armstrong	Strategic Human Resources Management A Guide to Action	Kogan Page	Latest Edition
R8	Christopher Mabey, Graeme Salaman	Strategic Human Resource Management	Sage	Latest Edition

