

**CENTRE FOR DISTANCE AND ONLINE EDUCATION
(CDOE)
THE UNIVERSITY OF BURDWAN**



**STRUCTURAL DESIGN OF SLM
(SYLLABUS & CONTENTS)**

DEPARTMENT OF BUSINESS ADMINISTRATION

2022-2023

R.P
17/5/22

ASSISTANT PROFESSOR
MBA
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

ASSISTANT PROFESSOR
MBA
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

NR Bagchi
17/5/22

Head
Department of Business Administration
The University of Burdwan

S. Samanta
17/5/22

Director
Centre for Distance and Online Education
The University of Burdwan
Burdwan - 713104

SUBJECT: MBA Programme

TOTAL Programme Contents

SEMESTER I:-

MBA 1101: Management Process & Organisation Theory (MPOT)

Unit I: Understanding an Organisation.

Unit II: Planning & Decision Making

Unit III: Organising

Unit IV: Controlling.

Unit V: Organisation Theory.

MBA-1102: Managerial Economics (ME)

Unit-I: Choice as an Economic Problem— Understanding the Economics of Business— Concepts of Economic activities.

Unit-II: Production and Firm Production Function and its importance in Managerial Decision-making Factor.

Unit-III: Industry and Markets— Structure-Conduct-Performance Hypothesis— Competition and Competitiveness—Equilibrium of the firm— Perfect Competition.

Unit-IV: Overview of special pricing practices like Cartel, Price Leadership, Non-marginal pricing, multi-product pricing, etc.

Unit-V: Understanding Macroeconomics and its relationship vis-à-vis business perspective.

MBA-1203: Organizational Behavior (OB)

Unit-I: Defining Human Behaviour— Nature & Process of Human Behaviour — Need to study human behaviour from organizational perspective—Organisational Behaviour.

Unit-II: Emotions.

Unit-III: Personality.

Unit-IV: Attitude— Behaviour and Attitude—Components of Attitude—Major Job related Attitudes in Organizations— Job Satisfaction.

Unit-V: Motivation.

R.P

12-5-22
ASSISTANT PROFESSOR
MBA
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN
9/12/9/22

ASSISTANT PROFESSOR
MBA
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

M. Bagchi
Chairperson 12/5/22
PGBS in MBA of CDOE, B.U.
&
H.O.D.

Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan

S. Datta
Director 12/5/22
Centre for Distance and Online Education
The University of Burdwan

Ch. P. Datta
The University of Burdwan
E-mail - 733164

MBA-1405: Fundamentals of Marketing Management (FMM)

Unit-I: Understanding Marketing and Marketing Process

Unit-II: Developing Marketing Opportunities and Strategies;

Unit-III: Developing the Marketing Mix

Unit-IV: Pricing Products –Pricing Considerations and Approaches, Pricing Strategies and Methods.

Unit-V: Services Marketing Concepts, Definition, Characteristics with Special Emphasis on Tourism Management Services.

Unit-VI: Global Marketing, Global Marketing Mix.

MBA-1504: Accounting for Managers (AFM)

Unit-I: Meaning and Scope of accounting; Branches of accounting.

Unit-II: Bases of accounting, Rules of Debit and Credit.

Unit-III: Transaction processing – Accounting cycle.

Unit-IV: Meaning of Cost; Cost Centre; Cost Unit; Cost classification; Important costing terminologies.

Unit-V: Methods of Costing; Accounting for Overheads – Traditional and Modern (ABC) Approaches.

Unit-VI: Management Accounting.

MBA-1606: Fundamentals of Human Resource Management (FHRM).

Unit-I: Introduction to HRM: Concept, Importance, History of HRM.

Unit-II: Procurement.

Unit-III: Development

Unit-IV: Compensation.

Unit-V: Integration and Maintenance.

R.P
12-5-22

ASSISTANT PROFESSOR
MBA
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

12/5/22

ASSISTANT PROFESSOR
MBA
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

N. Chaganti
Chairperson
PGBS in MBA of CDOE, B.U
&
H.O.D

Dept. of Business Administration
The University of Burdwan
Department of Business Administration
The University of Burdwan

Centre for Distance and Online Education
The University of Burdwan

S. Datta
12/5/2022
Director

Centre for Distance and Online Education
The University of Burdwan

MBA-1707: Fundamentals of Production & Operations Management (FPOM)

Unit-I: Nature and Scope of Production and Operations Management.

Unit-II: Capacity Planning – Models; Process Planning; Aggregate Planning, Scheduling.

Unit-III: Work Study; Method Study; Work Management; Work Sampling; Work Environment.

Unit-IV: Material Management- An overview of Material Management.

Unit-V: Quality Assurance- Acceptance Sampling; Statistical Process Control; Total Quality Management, Maintenance Management.

Unit-VI: Smart Manufacturing Basic Concept; Components; Other Production, Management

NON-SPECIALIZATION ELECTIVE COURSES.

MBAE-1108: Indian Ethos and Business Ethics (IEBE)

Unit-I: Indian Ethos and Values.

Unit-II: Business Ethics.

Unit-III: Ethics of Decision-making and Organisational Behaviour.

Unit-IV: Implementation of Effective Ethics Programme.

Unit-V: Ethics in the Functional Areas of Business.

MBAE-1210: Corporate Success Behavior (CSB)

Unit-I: Success and Failure of the Companies.

Unit-II: Set of Business Relationships.

Unit-III: Distinctive Capabilities of the Firm.

Unit-IV: Shaping Distinctive Capabilities into Competitive Advantage.

Unit-V: Varied Fits between Individuals, Jobs and the Firm.

R.P

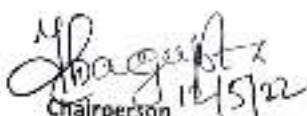
12-5-22

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

12/5/22


Dr. Jagat Chandra Majhi
Chairperson

PGBS in MBA of CDOE, B.U

&
H.O.D

Dept. of Business Administration

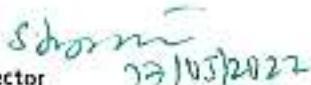
The University of Burdwan

Department of Business Administration

The University of Burdwan

Director

Centre for Distance and Online Education
The University of Burdwan


Dr. S. D. Sahoo
13/03/2022

Centre for Distance and Online Education
The University of Burdwan

13/03/2022

MBAE-1311: Corporate Governance (CG)

Unit-I: Understanding a Corporation and its facets

Unit-II: Directors vis-à-vis monitoring a corporation— Directors in historical perspective-

Types of Directors—Board Duties.

Unit-III: Management Performance Relationship, Issues relating to Executive compensation.

Unit-IV: Important Corporate Governance codes and Principles in India International Corporate Governance.

Unit-V: HR perspective of Corporate Governance.

SEMESTER II:-

MBA-2101: Research Methodology (RM)

Unit-I: Introduction to Organizational Research Methods, Concepts and Characteristics.

Unit-II: Qualitative Research approaches, case Study, Ethnography, Phenomenology, Grounded Theory, field Research.

Unit-III: Types of Collecting Qualitative Data, Literature Search, The Pilot Study, Projective Techniques.

Unit-IV: Research Design: Features of a good research design, Exploratory Research.

Unit-V: Data Collection, Measurement and Scaling Techniques.

Unit-VI: Sampling Theory, Data Analysis and Statistical Techniques.

MBA-2102: Business Environment and Legislation (BEL)

Unit-I: Overview and Framework of Business Environment-Economic Environment

Unit-II: Social Environment.

Unit-III: International environment.

Unit-IV: Business Legislations.

Unit-V: Techno-legal Environment of Business.

R.P 12/5/22 MBA-2103: Managerial Communication and Skill Development (MCSD)

Unit-I: Managerial communication—nature and scope of communication, functions of communication.

ASSISTANT PROFESSOR

MBA

THE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

Q 12/5/22-
ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

Abhajeet
Chairperson
12/5/22

PGBS in MBA of CDOE, B.U

&
H.O.D

Dept. of Business Administration
The University of Burdwan

Head

Department of Business Administration
The University of Burdwan

Shomu
13/05/2022

Director

Centre for Distance and Online Education
The University of Burdwan

Unit-II: Road blocks to managerial communication.

Unit-III: Business presentations & public speaking—Introduction to a presentation, main body and conclusion, controlling nervousness & stage fright.

Unit-IV: Business Writing—Introduction, written business communication.

Unit-V: HR Manager as Coach, Mentor and Negotiator –Background to Counselling.

MBA-2704: Fundamentals of Computer Applications and Management Information System (FCAMIS)

Unit-I: Computer Fundamentals.

Unit-II: System: Concepts, Characteristics and Classification – Open & Closed, Deterministic & probabilistic etc.

Unit-III: System Development - Different methodologies of system development.

Unit-IV: Managerial Decision Making - Information Systems and Business Strategy

Unit-V: Database Management System.

Unit-VI: Knowledge Based Systems.

MBA-2705: Quantitative Techniques in Management (QTM)

Unit-I: Different measures of Central Tendency.

Unit-II: Correlation and Regression.

Unit-III: Probability.

Unit-IV: Sampling Distributions.

Unit-V: Statistical Inference.

Unit-VI: Other Tests and Analysis of Variance; Goodness of Fit; The One-Way Analysis of Variance.

NON-SPECIALIZATION ELECTIVE COURSES .

MBAE-2206: Organizational Change and Development (OCD)

Unit-I: Organisational Change—Understanding and different approaches

ASSISTANT PROFESSOR

MBA

**CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN**

12/5/22

ASSISTANT PROFESSOR

MBA

**CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN**

Nirajgupta
Chairperson
PGBS in MBA of CDOE, B.U
&
H.O.D

Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan

Samar
Director
12/10/2022

**Centre for Distance and Online Education
The University of Burdwan**

Unit-II: Organizational culture

Unit-III: Technology, innovations & work – design

Unit-IV: Perspectives on Change Types of Changes Competitiveness and Managing Change

Unit-V: Process and Methods of Managing Organization Development

MBAE-2207: Leadership (LDP)

Unit-I: Leadership: Conceptual Issues, Characteristics, Relevance and over arching Perspectives.

Unit-II: Leadership: Born or Made- Analysis of Leadership Theories- Trait Theories

Unit-III: Team Leadership, Organizational Leadership, Strategic leadership

Unit-IV: Leadership Building Skills, Negotiation and Assertiveness Skill, Emotional Intelligence and Leadership

Unit-V: Ethical and value based leadership, Leadership across cultures, Gender and Leadership

MBAE-2308: Corporate Social Responsibility and Sustainability (CSRS)

Unit-I: Corporate social responsibility(CSR): Fundamentals, Evolution

Unit-II: Strategic CSR—Competing Strategy Perspectives,

Unit-III: CSR and Corporate Sustainability,

Unit-IV: UN global compact global corporate citizenship, national and international guidelines,

Unit-V: Implementation of Effective CSR and Sustainability programmes,

SPECIALIZATION ELECTIVE COURSES.

Marketing Management

MBAE-2409: Consumer Behavior (CB)

Unit-I: Consumer Behaviour and Marketing Strategies, concept, definition, type

Unit-II: External factors influencing consumer behaviour

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

9/2/5/22

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

PGBS in MBA of CDDE, B.U

&

H.O.D

Dept. of Business Administration

The University of Burdwan

Head

Department of Business Administration

The University of Burdwan

Abhijit Bhattacharya
Chairperson
11/5/22

Sharmi
Director
17/05/22

Centre for Distance and Online Education
The University of Burdwan

College of Distance Education

The University of Burdwan

Burdwan - 713342

West Bengal - 713342

India - 713342

- Unit-III:** Psychological and self concept factors, personality, Goffman's life as theatre theory.
- Unit-IV:** Diffusion and innovation, Rogers's model, and product adoption process.
- Unit-V:** Models of Consumer Behaviour and consumer Research Process and Methods.
- Unit-VI:** Industrial and B2B buying behavior.

MBAE-2410: Sales & Distribution Management (SDM)

- Unit-I:** Introduction to Personal Selling and Sales Management.
- Unit-II:** Personal Selling process.
- Unit-III:** Dimensions of Sales Management , Tasks of Sales Managers.
- Unit-IV:** Sales Territory Development and Time Management
- Unit-V:** Sales Force Performance Appraisal.
- Unit-VI:** An Overview of Marketing Channels.

MBAE-2411: Rural Marketing Management (RMM)

- Unit-I:** Concept of rural marketing, its opportunities and challenges in India, Rural Marketing Environment.
- Unit-II:** Marketing research in rural settings in India Importance of both quantitative and qualitative tools.
- Unit-III:** Developing a competitive strategy for Indian rural markets: Segmentation, targeting, positioning and entry strategies.
- Unit-IV:** Studying rural marketing mixes: (a) product, prices and place (distribution) and Promotion.
- Unit-V:** Innovation in Indian Rural Markets and the future of Marketing in Rural India.

R.P 12-5-22 MBAE-2412: Industrial Marketing (INDM)

- Unit-I:** Industrial Marketing.
- Unit-II:** Understanding Industrial Markets and Environment.
- Unit-III:** Industrial Buying Behaviour, Buying Objectives and Activities.

ASSISTANT PROFESSOR
MBA
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

9/12/5/22
ASSISTANT PROFESSOR
MBA
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

N. Chakrabarty
Chairperson
PGBS in MBA of CDOE, B.U

&

H.O.D

Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan

Centre for Distance and Online Education
The University of Burdwan

S. Bhattacharya
Director
12/10/2022

Centre for Distance and Online Education
The University of Burdwan

Unit-IV: Industrial market Segmentation, Segmenting, Targeting, Positioning.

Unit-V: Industrial Marketing Channel and marketing logistics, Industrial Communications

MBAE-2413: Public Relations and Marketing (PRM)

Unit-I: Principles Of Public Relations.

Unit-II: Media Classification

Unit-III: Corporate Publications.

Unit-IV: Advertising in public relations.

Financial Management

MBAE-2509: Corporate Financial Reporting and Analysis (CFRA)

Unit-I: Corporate Financial Statements.

Unit-II: Preparation and Interpretation of Financial statements.

Unit-III: Specific issues in financial statements.

Unit-IV: Financial Statement Analysis.

Unit-V: Analysis of Income Statement.

Unit-VI: Application of financial statement analysis.

MBAE-2510: Security Analysis and Portfolio Management (SAPM)

Unit-I: Introduction to investment theory.

Unit-II: Technical Analysis – Concept, Principles; Charts and chart patterns; Mathematical indicators; Market indicators; Dow Theory; Elliot Theory.

Unit-III: Random Walk Theory; Efficient Market Hypothesis.

Unit-IV: Return and Risk: Concept, Classification, Measurement; Portfolio analysis – Risk

2.5.27 & Return of portfolio.

Unit-V: Portfolio Selection – Markowitz model.

Unit-VI: Portfolio Revision; Portfolio Evaluation; Risk adjusted returns – Sharpe's ratio.

Treynor's ratio; Differential return – Jensen's Measure.

ASSISTANT PROFESSOR
MBA
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

9/12/22
ASSISTANT PROFESSOR
MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

Shreya Gupta
Chairperson
PGBS in MBA of CDOE, B.U
&
H.O.D
Dept. of Business Administration
The University of Burdwan
Department of Business Administration
The University of Burdwan

Sharmi
Director
Centre for Distance and Online Education
The University of Burdwan
Director
Centre for Distance and Online Education
The University of Burdwan
J104

MBAE-2511: Project Finance and Management (PFM)

Unit-I: Project; Project management; Project life cycle; Project Finance.

Unit-II: Project development; Sponsors and investors; Role of Advisers; Joint venture issues; Project company; Contractual framework

Unit-III: Project agreement; Types of project agreement; Pre-development agreements

Unit-IV: Sources of project finance; Project finance loan documentation.

Unit-V: Project cost estimation and cost control

Unit-VI: Project finance risks: Commercial risks, Macro-economic risks, Regulatory and Political risks; Project audit; Project closure.

MBAE-2512: Strategic Cost Management (SCM)

Unit-I: Introduction to Strategic Cost Management.

Unit-II: Techniques of cost management.

Unit-III: Inventory cost management.

Unit-IV: Lean management system.

Unit-V: Quality cost management

Unit-VI: Value Chain Analysis.

MBAE-2513: Working Capital Management (WCM)

Unit-I: Basic Concept - Working capital cycle; Computation of working capital.

Unit-II: Inventory Management - Types of Inventory.

Unit-III: Debtors Management - Credit Policy Variables.

Unit-IV: Cash Management - Management of cash.

Unit-V: Credit Management - Different types of credit.

R-P
12-5-22

Human Resource Management

MBAE-2609: Human Resource Planning and Development (HRPD)

Unit-I: Evolution of Human Resource Planning (HRP).

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

g 12/5/22

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

Chiragpt
Chairperson (2/5/22)
PGBS in MBA of CDOE, B.U

&
H.O.D

Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan

Shobhit
Director (2/5/2022)
Centre for Distance and Online Education
The University of Burdwan

Chiragpt
The U
Burdwan
73104

Unit-II: Human Resource Planning

Unit-III: Action Planning.

Unit-IV: Employee Selection.

Unit-V: Approaches to Human Resource Development.

MBAE-2610: Compensation and Benefits Management (CBM)

Unit-I: Concept of Wages & Salary, Minimum Wage, Fair Wage and Living Wage.

Unit-II: Reward Management: Concept, Aims, Components of Reward system.

Unit-III: Rewarding and Reviewing Contribution and Performance.

Unit-IV: Managing Reward Processes.

Unit-V: Employee Benefits & Services Rationale for employee benefits.

MBAE-2611: Training & Development (T&D)

Unit-I: Training and Development.

Unit-II: Training Needs Analysis— Why, When and Where to look for Performance.

Unit-III: Training Methods.

Unit-IV: Management Development.

Unit-V: Training & Development Evaluation.

MBASE-2612: Counselling Skills for Managers (CSM)

Unit-I: Managers as Counsellors—Specific Role of HR managers in counselling

Unit-II: Development of Counselling Skill- Internal Frame of Reference - Attention.

Unit-III: Important issues in managerial counseling—Multi-cultural and gender issues.

Unit-IV: Significance of Negotiation skills for Managers—interpersonal skills.

Unit-V: Negotiating integrative agreements.

MBAE-2613: Understanding Self: Indian Perspective (USIP)

Unit-I: Understanding Self- Formation of Self, Importance of Self Understanding

Unit-II: The Concept of Self in Epics and Historical Events

ASSISTANT PROFESSOR

MBA

THE CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

q 12/5/22

MD
Chagaptah
Chairperson 12/5/22

PGBS in MBA of CDOE, B.U.

&

Centre for Distance and Online Education

The University of Burdwan

Shanti 12/05/2022

Director

ASSISTANT PROFESSOR

MBA

THE CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan

Unit-III: Self Identity-Role of Society in Self Identity-Social Identity- Social Identity Theory.

Unit-IV: Creating Self Identity at Workplace- The Process of creating work identity.

Unit-V: Self concept- Self concept in business organisations-Self Image- Linkage between Self image and business.

Systems, Operations and Decision Sciences

MBAE-2709: Logistics and Supply Chain Management (LSCM)

Unit-I: Introduction to logistics and its Interface with Production and Marketing; Measures of Logistics; Physical Distribution and Logistics.

Unit-II: Logistics System Analysis and Design.

Unit-III: Distribution Strategies – Direct Shipment; Cross-Docking, Push & Pull Based Supply Chain.

Unit-IV: Inventory Management Decisions and Risk Pooling; Logistics Audit and Control; Packaging and Materials Handling.

Unit-V: Supply Chain Performance Measures – Qualitative and Quantitative; Supply Chain Coordination – Various Types of Contracts; 3PL.

Unit-VI: International Logistics Management.

MBAE-2710: Purchasing and Materials Management (PMM)

Unit-I: Role of Purchasing and Materials Management.

Unit-II: Determination and Description of Material Quality.

Unit-III: Purchasing research – Price Determination and Negotiation.

Unit-IV: Legal Aspects of Purchasing – Tendering Different Appraisal Methods.

Unit-V: Material Logistics-Inventory Control of Spare Parts-Materials Information System.

Unit-VI: Different Types of Code Reading – Bar Code, Radio Frequency Identification.

R.P
T2-5-22

MBAE-2711: Production Planning and Control (PPC)

Unit-I: Operating System; Operational Planning & Control; Forecasting; Product Analysis; Scheduling & Loading.

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

Q 12/5/22

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

N. Haqueftz
Chairperson 12/5/22

PGBS in MBA of CDOE, B.U.

&

H.O.D

Dept. of Business Administration

The University of Burdwan

Department of Business Administration

The University of Burdwan

Director

Centre for Distance and Online Education
The University of Burdwan

S. Dasmal
12/5/2022

Centre for Distance and Online Education
The University of Burdwan
Burdwan - 713104

- Unit-II:** Workforce Balancing-Job & Machine Assignment; Machine Interference.
- Unit-III:** Line Balancing- Heuristic Method; Simulation Method.
- Unit-IV:** Controlling Techniques-Materials, Processes & Products.
- Unit-V:** Reliability and Maintenance; Theory of Constraints, Introduction to Various Production Management Methods.
- Unit-VI:** Introduction to Smart Manufacturing; Introduction to Concepts like Big Data

MBAE-2712: Business Process Reengineering (BPR)

- Unit-I:** Conceptual Foundation of Business Process Re-engineering. Role of Information Technology in BPR.
- Unit-II:** Process Improvement and Process Redesign.
- Unit-III:** Business Process Improvement.
- Unit-IV:** BPR Methodology; BPR Models.
- Unit-V:** BPR Tools - Flowcharts; Activity Diagram; Network Diagrams; Simulation; Case-Based Reasoning; Value Stream Mapping.
- Unit-VI:** Other Techniques of BPR – Pareto Analysis; Waste Analysis; Risk Analysis; SWOT Analysis; FMEA.

MBAE-2713: Managing E-Business (MEB)

- Unit-I:** E-Business and E-Commerce Fundamentals; E-Business Infrastructure; E-Environment.
- Unit-II:** E-Business Strategy; E-Procurement; E-Marketing.
- Unit-III:** Structuring and Resourcing an E-Business Project; Five Phases of E-Business Adoption; E-Business Publishing.
- Unit-IV:** External and Internal Integration; Key Technologies, Web Services.
- Unit-V:** Supporting Technologies – XML, Microsoft .Net, Hardware Platforms; Operating Systems.
- Unit-VI:** Security Policies; Networking Systems; Open Source Technologies.

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

9/2/5/22

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

PGBS in MBA of CDOE, BU

&

H.O.D

Dept. of Business Administration
The University of Burdwan

Head
Department of Business Administration
The University of Burdwan

Chairperson
9/2/5/22
S. Chakraborty
13/15/2022

Centre for Distance and Online Education
The University of Burdwan

Director
Centre for Distance and Online Education
The University of Burdwan
Burdwan - 713104

SEMESTER :- III

MBA - 3301 : Introductory Strategic Management (ISM)

Unit I: Understanding Strategy in the Context of the Organization and its Environment—
Managing by Strategy—Organisation's Strategic Intent

Unit II: Environmental Factors—Industry and Competitive Analysis—Industry and
Competitive Analysis—Strategic Groups

Unit III: Long-term objectives and Grand Strategies—Generic Strategies—Strategies for
competing in Globalising Markets—Strategy and Competitive Advantage in Diversified
Organisations—Emerging Business Models and Strategies

Unit IV: Strategy Analysis and Choice—Factors Shaping Choice of Strategy—Factors
Shaping Choice of Strategy—Generating and Selecting Strategies—Portfolio Analysis

Unit V: Issues in Strategy Implementation and Evaluation—Management Perspective—
Resource Allocation—Matching Structure with Strategy—Restructuring, Reengineering, E-
engineering

MBA - 3502 : Corporate Finance (CF)

Unit-I : Financial Management – Scope, Objectives, Functions; Time Value of Money –

Unit-II : Cost of Capital Concept, Classification; Specific costs; Weighted average cost;

Unit-III : Capital Structure; ; Optimum Capital Structure; Leverage – DOL, DFL and DCL,
Capital structure planning

Unit IV : Capital Budgeting Discounted and Non-Discounted techniques; Capital rationing.

Unit-V : Working Capital Management - Forecasting working capital requirement

Unit-VI : Dividend function - Concept, types; Dividend policy; Dividend decision.

MBA - 3703 : Operations Research (OR)

Unit-I : Introduction to OR- Origin, Nature, definitions, Managerial applications and
limitations of OR.

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

9/12/22

ASSISTANT PROFESSOR
MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

Abhijit A
Chairperson 12/5/22
PGBS in MBA of CDOE, B.U

&
H.O.D.
Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan

S. Dorn
Director 12/5/2022
Centre for Distance and Online Education
The University of Burdwan

Director
Centre for Distance and Online Education
The University of Burdwan
Burdwan - 713104

- Unit-II:** Linear Programming Problem (LPP) -Simplex Method, Optimality conditions; Degeneracy, Duality, Interpretation of dual;
- Unit-III:** Transportation Problem (TP) Mathematical model, IBFS, Unbalanced TP, Degeneracy, Optimality Test and Managerial applications, Assignment Problem
- Unit-IV:** Inventory Management Techniques.
- Unit-V:** Network Analysis , PERT/CPM, Crashing, Time-Cost Trade off, Queueing Theory, Simulation.
- Unit-VI:** Game Theory, Decision Theory, Decision Theory.

MBA - 3704 : Business Analytics (BA)

- Unit-I:** Introduction to Business Analytics – Decision analytics, Descriptive Analytics, Predictive Analytics, P
- Unit-II:** Introduction to Time Series Analysis Methods like Box-Jenkins Methods, ARIMA, Various Optimization Methods;
- Unit-III:** Overview of Multivariate Analysis- Dimension Reduction Techniques, Regression Analysis, Data Mining
- Unit-IV:** Various Machine Learning Techniques ; Predictive Modelling – Multiple Linear Regression, Logistic Regression;
- Unit-V:** Machine Learning – Handling Unstructured Data; Machine Learning Algorithms, Handling Unbalanced Data; Marketing & Retail Analytics
- Unit-VI:** Web and Social Media Analytics- Data Visualization using Tableau.

R.P **MBA – 3105 :Summer Project and Viva**

12-5-22

NON – SPECIALIZATION ELECTIVE COURSE

MBAE – 3206 : Team Dynamics at Work (TDW)

- Unit-I:** Groups in Organisations- Foundations of Group Behaviour in Organisations, Group Classification, Group Development

ASSISTANT PROFESSOR

MBA

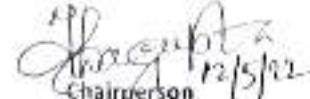
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

9/12/22

ASSISTANT PROFESSOR

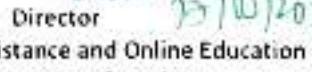
MBA

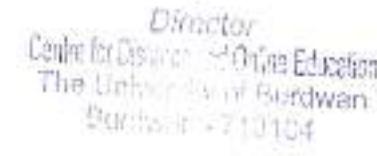
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN


Chairperson
PGBS in MBA of CDOE, B.U

&
H.O.D

Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan


Director
Centre for Distance and Online Education
The University of Burdwan


Director
Centre for Distance and Online Education
The University of Burdwan
Burdwan - 713104

Unit-II : Work Teams Defining Work Team, Team Composition, Types of Teams, Team Performance and Motivation, T

Unit-III: Power and Politics in Organisations: Meaning, Classification and Bases of Organizational Power, O

Unit-IV: Current trends in organisational and interpersonal communication — Team processes—Interpersonal Feedback, Experiential learning methodologies-T

Unit-V: Conflicts in Organisations –Conflict process—Types of Conflict— Functional and Dysfunctional conflict

MBAE – 3307 : Knowledge Management and Business Excellence (KMBE)

Unit-I: Knowledge Management (KM) and Business Excellence (BE) – Issues in Knowledge creation and capture— Transfer of Knowledge.

Unit-II: ICT and Knowledge Management (KM) – Knowledge Management Tools and Knowledge Portals—Organisational Culture and KM

Unit-III: Innovation Dynamics and Knowledge Processes Knowledge-Intensive Firms and Knowledge Workers.

Unit-IV: Business Excellence in Various Functional Areas Benchmarking Business

Unit-V: Information Technology and Business Excellence -- Leadership for Excellence in Business – Training and Relationship Development for Business Excellence

MINOR ELECTIVE COURSES

R-P 12/5/22 MBAME-3108: Management Principles and Practices (MPP)

Unit-I: Concept, Nature, Purpose and Importance of Management in Organisations, Basic Managerial Skills and Roles, Evolution of Management Thought: C

Unit-II: Planning and Organising: g--- Concept, Importance, Types of Plan, Steps in Planning, Organising----Concept, Nature and Process of Organising, Organisation Structure,

Unit-III: Staffing and Decision Making: g---Features and Elements of Staffing, Recruitment, Selection, Performance Appraisal etc

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

12/5/22

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

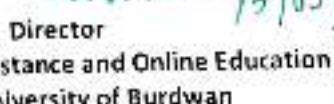

Chairperson 12/5/22

PGBS in MBA of CDOE, B.U

&

H.O.D

Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan


Director
Centre for Distance and Online Education
The University of Burdwan


Director
Centre for Distance and Online Education
The University of Burdwan

Unit-IV: Motivation and Leadership: Motivation—Human Motivation and the process of Motivation, Theories of Work Motivation—

Unit-V: Control and Coordination: Control—Concept, Nature and Importance of Control—Types of Control, Coordination—Concept and Features

MBAME-3209: Group and Team Effectiveness (GTE)

Unit-I: Introduction to Group Concept: Classification of groups—Factors affecting group formation—Stages of group development [Formal & Informal]

Unit-II: Structural Dimension of the Group: Group composition, Norms, Role, Status, Size, Cohesiveness and Leadership—Transactional & transformational

Unit-III: Group decision making, Communication & Interpersonal behaviour: Communication & Interpersonal behavior -Group versus individual decisions—Group's decision

Unit-IV: Intergroup Dynamics-Intergroup behaviour: Working in group--- Task types & group performance---Task interdependence—Goal differences--- Difference in time horizons----Perceptual differences.

Unit-V: Work Teams-Differences between groups and teams- -Types of teams-- Factors affecting team effectiveness—Shaping team players

SPECIALIZATION ELECTIVE COURSES Marketing Management

MBAE – 3410 : Integrated Marketing Communication (IMC)

Unit-I: Integrated Marketing Component (IMC)

Unit-II: Advertising: A vital component of IMC

Unit-III: Role of Personal Selling in IMC

Unit-IV: IMC and Sales Promotional Tools

Unit-V: Events and Exhibitions marketing:

Unit-VI: Public Relations

ASSISTANT PROFESSOR
MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

12/5/22

A. Bagchi
Chairperson

ASSISTANT PROFESSOR
MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

PGBS in MBA of CDOE, B.U

&
H.O.D
Dept. of Business Administration

Centre for Distance and Online Education
The University of Burdwan

S. Banerjee
Director

12/5/22

MBAE – 3411 : Voluntary Sector Marketing (VSM)

Unit-I: Understanding marketing of voluntary organizations

Unit-II: The Corporate Fund-Raising Mix; Employee Fund raising,

Unit-III: Relationship Marketing

Unit-IV: Role of events and conferences, annual reports as a marketing tool

Unit-V: Database marketing

MBAE-3412: Service Marketing (SVM)

Unit-I: An Overview of Services Marketing.

Unit-II: The traditional 4Ps and its relevance in respect of services marketing

Unit-III: Other 3Ps of services marketing

Unit-IV: Managing Service Quality

Unit-V: Strategies for managing service failure,

Unit-VI: Future of Services Marketing

MBAE-3413: Strategic Marketing Management (SMM)

Unit-I: Introduction to marketing Strategies

Unit-II: Strategic analysis and market environment

Unit-III: Strategic marketing decisions

Unit-IV: Product Innovation and Development Strategies

Unit-IV: Product Innovation and Development Strategies

Unit-V: Nature of marketing control

R.P

12/5/22

MBAE-3414: Global Marketing Management (GMM)

Unit-I: Introduction to International Marketing

Unit-II: International Marketing Environment

Unit-III: International Trade Environment

Unit-IV: International Market Entry Strategies

Unit-V: International Financial Institutions

Unit-VI: International Product Policy and Planning Introduction

ASSISTANT PROFESSOR
MBA
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

12/5/22
ASSISTANT PROFESSOR
MBA
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

Chairperson
PGBS in MBA of CDOE, B.U

&
H.O.D

Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan

Sohom
12/5/2022

Director
Centre for Distance and Online Education
The University of Burdwan

Centre for Distance and Online Education
The University of Burdwan
12/5/2022

Unit-VII: International Distribution and Logistics Planning Introduction

Financial Management

MBAE-3510: Corporate Taxation (CT)

Unit-I: Introduction to taxation

Unit-II: Income Tax: Profits and Gains of Business & Profession

Unit-III: Income Tax: Exemptions & Deductions;

Unit-IV: Tax Management

Unit-V: Goods and Services Tax

Unit-VI: Customs;

MBAE-3511: Behavioural Finance (BF)

Unit-I: Behavioural finance;

Unit-II: Traditional Finance Theories;

Unit-III: Behaviour and decision making;

Unit-IV: Behavioural Finance and Investment Process;

Unit-V: Behavioural corporate finance

Unit-VI: Emotional Finance;

MBAE-3512: Financial Econometrics (FE)

Unit-I: Classical Linear Regression Model,

Unit-II: Univariate & multivariate Time Series

Unit-III: Cointegration

Unit-IV: Implied volatility models.

Unit-V: Panel Data modeling.

MBAE-3513: Financial Derivatives (FD)

Unit-I: Financial derivatives;

Unit-II: Forward markets and contracts

Unit-III: Future markets and contracts

ASSISTANT PROFESSOR
MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

012/5/22

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

H. D. Chagpt
Chairperson
PGBS in MBA of CDDE, B.U.

&

H.O.D

Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan

S. Dorni
12/05/2022

Centre for Distance and Online Education
The University of Burdwan

Contact No.: +91 98331 11144
Thru. J. No.: +91 98331 11144
Burdwan - 713104

Unit-IV: Options: Features and Types of options;

Unit-V: Swaps

Unit-VI: Accounting for derivatives;

MBAE-3514: Financial Markets (FM)

Unit-I: Introduction to Financial Market

Unit-II: Primary & Secondary Market –

Unit-III: Insurance & Pension Fund Market

Unit-IV: Derivative Market

Unit-V: Financial Mathematics

Human Resource Management

MBAE-3610: Performance Management (PM)

Unit I: Performance Management

Unit II: Model and Process of Performance Management

Unit III: Performance Appraisal System-

Unit IV: Appraisal Methods— Traditional and Modern

Unit V: Competency Mapping:

MBAE-3611: Labour Legislation (LL)

Unit I: Human Resource Management and Labour regulatory framework)

Unit II: Laws relating to Working Conditions in Manufacturing concern;

Unit IV: Laws relating to Social Security

Unit V: Laws relating to Wages-

MBAE-3612: Employee Relations (ER)

Unit I: Employment Relations

Unit II: Trade Unions—

Unit III: Collective Bargaining-

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

2/5/22

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

Shreya Gupt
Chairperson
PGBS in MBA of CDOE, B.U.

&

H.O.D

Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan

Director

Centre for Distance and Online Education

The University of Burdwan

Soborna
13/10/2022

2022
13/10/2022
34

Unit IV: Grievances and Discipline Handling

Unit V: Employee Participation and Labour-Management Cooperation

MBAE-3613: HRD: Strategies and Systems (HRDSS)

Unit I: Human Resource Development (HRD)

Unit II: Assessing HRD Needs and Designing Effective HRD Programmes

Unit III: Overview of Popular Training Methods Used in Business Organisations

Unit IV: Concept of HRD Audit

Unit V: Human Resource Development in Government System

MBAE-3614: Human Resource Information System (HRIS)

Unit I: System: Concepts, Characteristics and Classification

Unit II: Management Information System

Unit III: H.R.I.S. Planning & Designing,

Unit IV: Application of HRMS in Employment Management

Unit V: HRIS in different types of organizations

Systems, Operations & Decision Sciences

MBAE-3710: Decision Support system (DSS)

Unit-I: Managerial Decision Making and Information Systems

Unit-II: Decision Support Systems

Unit-III: Group Decision Support Systems

Unit-IV: Decision Making Under Uncertainty

Unit-V: DSS Tools

Unit-VI: Intelligent Decision Support Systems

MBAE-3711: Internet of Things (IoT)

Unit I: Introduction

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

12/5/22

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

No
Chakraborty
Chairperson 12/5/22
PGBS in MBA of CDOE, B.U.

Director

Centre for Distance and Online Education
The University of Burdwan

&
H.O.D
Dept. of Business Administration
The University of Burdwan
Department of Business Administration
The University of Burdwan

Sikdar
12/5/2022

- Unit II:** Connectivity Terminologies;
Unit III: Smart Cities; Smart Homes
Unit IV: Relevance of IoT in Marketing;
Unit V: Relevance of IoT in Human Resource,
Unit VI: Impact of IoT on Accounting Industry

MBAE-3712: Systems Analysis and Design (SAD)

- Unit-I:** Overview of Systems Analysis and Design;
Unit-II: Business Systems Concept
Unit-III: Data Flow Diagrams;
Unit-IV: System Controls and Audit Trails
Unit-V: Benchmarking
Unit-VI: Managing Data Processing in an Organisation

MBAE-3713: Project Management (PROM)

- Unit-I:** Understanding Project Management,
Unit-II: Project Types;
Unit-III: Procurement Management
Unit-IV: Critical Chain Management Model;
Unit-V: Enterprise Reporting
Unit-VI: Risk Analysis in Project Management

SEMESTER IV:

R-P
12/3/22

MBA-4301: Entrepreneurship Development (ED)

- Unit-I:** Entrepreneurship – Elements, determinants, importance, scope.
Unit-II: Entrepreneurial opportunities, Business ideas – Sources, Techniques of generating business idea.

ASSISTANT PROFESSOR
MBA

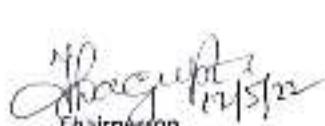
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

12/5/22

ASSISTANT PROFESSOR
MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

12/5/22


Chairperson
12/5/22

PGBS in MBA of CDOE, B.U

&

H.O.D.

Dept. of Business Administration

The University of Burdwan

Head

Department of Business Administration

The University of Burdwan

Director


12/5/22

Centre for Distance and Online Education

The University of Burdwan

Date: 12/5/22

Time: 11:00 AM

Document No.: 710104

Unit-III: Entrepreneurial behaviour; Entrepreneurial Motivation; Stimulation, Support and Sustainability.

Unit-IV: Management of Start-ups; Venture life cycle; Mobilisation of resources; Location, Layout, Business processes, Operations planning and control.

Unit-V: Actors of venture support system: Industry Associations; Self-help Groups, Business Incubators.

Unit-VI: Entrepreneurial finance & Venture life cycle; Sources of capital, Fixed capital and Working capital assessment.

MBA-4302: International Business (IB)

Unit-I: Introduction to International Business.

Unit-II: International Trade theories and their application

Unit-III: International Business Environment.

Unit-IV: Culture and International Business.

Unit-V: Foreign Investments- Types and Motives.

Unit-VI: Regional integration.

MBA – 4103 :Comprehensive Report

MBA – 4104 : Community Engagement Course

SPECIALIZATION ELECTIVE COURSES.

Marketing Management

MBAE-4409: Retail Marketing (RTM)

Unit-I: Introduction, objective, definition and scope of Global, Indian and West Bengal.

Unit-II: Retail formats; evolution, different store formats in retail parlance, retail strategies, segmentation.

Unit-III: Retail store planning locations, design and layout, retail operations.

ASSISTANT PROFESSOR

MBA

**CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN**

Q 12/5/22

ASSISTANT PROFESSOR

MBA

**CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN**

N. Bhagwati 12/5/22
Chairperson
PGBS in MBA of CDOE, B.U

&

H.O.D

**Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan**

Director

**Centre for Distance and Online Education
The University of Burdwan**

S. Datta 12/5/2022
**Central Officer
The University of Burdwan**

- Unit-IV:** Retail research and retail management information systems and online retailing.
Unit-V: Managing retail people and customer service management in retail business.
Unit-VI: Retail marketing promotion.

MBAE-4410: Brand Management (BM)

- Unit-I:** Concept of Brand and Branding, Evolution of Brand, Brand Hierarchy.
Unit-II: Brand Extension: Concepts, Need for Extension, Types of Extensions.
Unit-III: Brand Personality.
Unit-IV: Brand Equity.
Unit-V: Brand Identity.
Unit-VI: Brand Over time – Forces affecting Brands, Challenges facing Brands.

MBAE-4411: Tourism Marketing (TM)

- Unit-I:** Origin of Marketing- Evolution of Marketing and understanding the Markets.
Unit-II: Relationship between Market and Consumer.
Unit-III: P's of Tourism Marketing.
Unit-IV: Marketing of Tourism Products.
Unit-V: Marketing Skills for Tourism Business-Self Motivation-Team Building.

MBAE-4412: Advertising and Sales Promotion Management (ASPM)

- Unit-I:** Marketing Communications.
Unit-II: Advertising Plan, planning and decision making process Advertising Scheduling.
Unit-III: Media Planning and Selection, Media reach and Frequency, Different Media –Print, Audio-visual, Radio, Outdoor, Internet, Direct Mail.
Unit-IV: Components of Advertising message, headline subhead, copy, logo, illustration, Appeal, layout, Campaign Planning, Setting Advertising budget, Advertising agency.
Unit-V: Creative Strategies, Audience Analysis, Advertising evaluation.
Unit-VI: Sales Promotion.
Unit-VII: Types of sales promotion.

ASSISTANT PROFESSOR
MBA
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN
9/12/2022

MC
Chairperson
PGBS in MBA of CDOE, B.U
&
H.O.D
Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan

Director
Centre for Distance and Online Education
The University of Burdwan

SD/22/12/2022

ASSISTANT PROFESSOR
MBA
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

CABIN
The Library
Burdwan
West Bengal
India
Pin - 713 014

MBAE-4413: Small Business Marketing (SBM)

Unit-I: Basics of Small Business Enterprise -Small Business-Definition-Features.

Unit-II: Dynamics of Small Business Concepts and Definitions of Small Scale Industries.

Unit-III: Institutions Supporting Small Business

Unit-IV: Management of Small Business Production Management.

Unit-V: Global Opportunities for Small Business Small Enterprises in International Business.

Financial Management

MBAE-4509: Management of Financial Services (MFS)

Unit-I: Financial system; Financial markets; Financial institutions; Regulatory authorities.

Unit-II: Financial Services: Concept, Characteristics, Classification; Financial service providers: Concept & Role.

Unit-III: Banking services and innovations.

Unit-IV: Non-banking financial institutions; Mutual funds; Micro-financing; Chit funds & Nidhis.

Unit-V: Capital issue management services.

Unit-VI: Financial services relating to assets.

MBAE-4510: Management Accounting for Business Decisions (MABD)

Unit-I: Management accounting – Overview, Objective, Functions, Scope, Importance.

Unit-II: Marginal costing: C-V-P analysis – Concepts, Assumptions, Profit-volume charts.

Unit-III: Budget and Budgetary Control; Standard Costing & Variance Analysis

Unit-IV: Short-term decision making.

Unit-V: Short-term decision making related to marketing.

Unit-VI: Responsibility Accounting: Concept, Importance, Pre-requisites, Divisional performance measurement.

R.P.
12-3-22
ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

9/15/22

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

No. 125/12
Chairperson
PGBS in MBA of CDOE, B.U.

&
H.O.D
Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan

Director
Centre for Distance and Online Education
The University of Burdwan

CS
The University of Burdwan
Dated: 10/03/2022

Sohom
10/03/2022

MBAE-4511: Merger, Acquisition and Corporate Restructuring (MACR)

- Unit-I:** Corporate Restructuring: Concept, Purpose, Types; Merger: Concept, Types, Motives, Procedure, Economic gains; Acquisition: Concept, Theories of mergers and acquisitions.
- Unit-II:** Due diligence in merger and acquisition.
- Unit-III:** Process of merger – Buy-side & Sell-side; Takeover and Defence Tactics, Acquisition strategy: Choosing a target firm; M&A Sale process.
- Unit-IV:** Financial analysis of M&A.
- Unit-V:** Post-merger issues – Integration in mergers, Levels of integration.
- Unit-VI:** Alternatives to merger to acquisition.

MBAE-4512: Entrepreneurial Finance and Valuation (EFV)

- Unit-I:** Entrepreneurship & Entrepreneur; Entrepreneurial process.
- Unit-II:** Entrepreneurial finance.
- Unit-III:** Financial planning: Short-term & long-term; Determining finance requirement.
- Unit-IV:** Measuring & evaluating financial performance; Income and expenditure analysis.
- Unit-V:** Harvesting business venture investment.
- Unit-VI:** New venture valuation – Perspectives, Myths; Overview of valuation methods.

MBAE-4513: Multinational Finance (MF)

- Unit-I:** Nature & Scope of International Financial Management.
- Unit-II:** Foreign Exchange & Country Risk – Political Risk & MNC operations.
- Unit-III:** Foreign Exchange Risk Management.
- Unit-IV:** International Working Capital Management- Working capital policy
- Unit-V:** International Capital Budgeting- Evaluation criteria- cash flow- cost of capital.

R-P
12-5-22

Human Resource Management

MBAE-4609: Strategic Human Resource Management (SHRM)

- Unit-I:** Strategic Human Resource Management.

ASSISTANT PROFESSOR
MBA
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN
9/12/22

ASSISTANT PROFESSOR
MBA
CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

M. Bagchi
Chairperson 12/5/22
PGBS in MBA of CDOE, B.U
&
H.O.D
Dept. of Business Administration
The University of Burdwan
Department of Business Administration
The University of Burdwan

Director
Centre for Distance and Online Education
The University of Burdwan

S. Banerjee
Centre for Distance and Online Education
The University of Burdwan
Burdwan - 713104
12/5/22

Unit-II: Functional Strategic Human Resource Strategies.

Unit-III: Strategic HRM and Strategic Change

Unit-IV: Evaluating and Measuring the Impact of Strategic HRM.

Unit-V: Human Resource Strategy and the Dynamics of industry-based Competition.

MBAE-4610: Human Capital Management (HCM)

Unit-I: Concept of Human capital— Intellectual capital—Social capital,

Unit-II: Practice of HCM

Unit-III: The link between HCM & business strategy, HCM & strategic HRM, HCM and talent management, learning & development, knowledge management, Performance management and Reward Management.

Unit-IV: ROI of Human Capital— Measurement of Human capital's contribution to enterprise goals.

Unit-V: Human Resource Accounting.

MBAE-4611: Contemporary Interventions in Human Resource Management (CIHRM)

Unit-I: HR in knowledge era.

Unit-II: Human Resource Information System (HRIS).

Unit-III: Virtual Organization – characteristics, Types of virtual organization.

Unit-IV: Strategic Alliance, Human Resource Mergers' and Acquisitions.

Unit-V: Corporate Social Responsibility (CSR).

MBAE-4612: Global Human Resource Management (GHRM)

Unit-I: Understanding International Business Operations.

Unit-II: International Recruitment, Selection and Compensation.

Unit-III: Performance Management and Employee Development in IHRM.

Unit-IV: Global Employment Relations and Employment Laws.

Unit-V: Issues and Challenges in IHRM.

ASSISTANT PROFESSOR
MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

9/12/2022

ASSISTANT PROFESSOR
MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

N. Bhagat
Chairperson
PGBS in MBA of CDOE, B.U.
&
H.O.D.

Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan

Director
Centre for Distance and Online Education
The University of Burdwan

S. Datta
Director
Centre for Distance and Online Education
The University of Burdwan
Burdwan - 713194
17/05/2022

MBAE-4613: Employer Branding (EB)

Unit-I: Brand-Basics-Brand Ideals-Brand elements-Brand dynamics-brand and its Stakeholders.

Unit-II: Introduction: Concept of employer brand, needs and aspiration of employees.

Unit-III: Brand fundamentals.

Unit-IV: Employer Brand insight and positioning.

Unit-V: Brand communication and management.

Systems, Operations and Decision Sciences

MBAE-4709: Advanced Operations Research (AOR)

Unit-I: Advanced Linear Programming Methods.

Unit-II: Stochastic Processes.

Unit-III: Non Linear Programming.

Unit-IV: Dynamic Programming – Deterministic and Stochastic Approaches.

Unit-V: Game Theory – Static and Dynamic Games; Deterministic and Stochastic Games.

Unit-VI: Inexact Optimization Algorithms like Genetic Algorithm.

MBAE-4710: Total Quality Management (TQM)

Unit-I: Basic Concept of Total Quality (TQ); Evolution of Total Quality Management, Components of TQ Loop.

Unit-II: Conceptual Approach to S.Q.C. Acceptance Sampling and Inspection Plans; Statistical Process Control; Process Capability Studies.

Unit-III: Humanistic Aspects of TQM; Management of Q.C. and Z.D. Programmes; Quality Improvement Teams; Q-7 tools.

Unit-IV: Quality Costs; Taguchi Loss Function; Functional Linkage of Quality with Reliability and Maintainability.

Unit-V: Quality Audits; Lead Assessment and ISO- Standards; Marketing Aspects of T.Q.

Unit-VI: Tools for Quality Assurance – Old Tools, New Tools like CPM, PDPC

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

12/5/22

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

N. Bhagat 12/5/22
Chairperson
PGBS in MBA of CDOE, B.U

&
H.O.D
Dept. of Business Administration
The University of Burdwan
Head
Department of Business Administration
The University of Burdwan

Director
Centre for Distance and Online Education
The University of Burdwan

12/5/22

S. Bhattacharya
12/5/22

MBAE-4711: Database Management System (DBMS)

- Unit-I:** Data Processing Concepts – Data Structures – File Processing and Access Methods.
- Unit-II:** Various Data Base Management Models.
- Unit-III:** Managerial Issues Related to Data Base Management.
- Unit-IV:** Database Security – Data Integrity – Transaction Management and Concurrency Control – Back Up and Recovery.
- Unit-V:** Database Technologies – Database Applications – Introduction to RDBMS
- Unit-VI:** Data Warehousing – Concepts and Various Aspects

MBAE-4712: Decision Models and Optimization (DMO)

- Unit-I:** Basics of Decision Making; Decision Making Process; Types of Optimization.
- Unit-II:** Predictive Models and Optimization.
- Unit-III:** Interior Point Method in LP; Simplex Method in LP; Convex Programming.
- Unit-IV:** Interior Point Method in LP Decision Making under Uncertainty.
- Unit-V:** Soft Computing in Optimization and Decision Making – Various Soft Computing Techniques.
- Unit-VI:** Nonlinear Optimization – One-Dimensional Optimization Methods; Unconstrained Optimization Techniques; Constrained Optimization Techniques.

MBAE-4713: Smart Manufacturing (SMFG)

- Unit-I:** Basic Concepts of Smart Manufacturing.
- Unit-II:** Internet of Things.
- Unit-III:** Industry 4.0 Standards; Concepts related to Big Data; MapReduce, Big Table; Hadoop.
- Unit-IV:** Cloud Computing Concepts; Software Packages; Various Cloud Based Softwares and Tools.
- Unit-V:** Cyber-Physical System; Smart Health; Smart Transportation; Smart Infrastructure – Sensor Technology.
- Unit-VI:** Communication Technologies – Wi-fi Connection; BlueTooth Connection; Wired Connections.

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN

12/5/22

ASSISTANT PROFESSOR

MBA

CENTRE FOR DISTANCE AND ONLINE EDUCATION
THE UNIVERSITY OF BURDWAN


Chairperson 12/5/22

PGBS in MBA of CDOE, B.U.

&

H.O.D.

Dept. of Business Administration

The University of Burdwan

Department of Business Administration

The University of Burdwan


Director 12/5/22

Centre for Distance and Online Education

The University of Burdwan

Department of Business Administration

The University of Burdwan

Department of Business Administration

The University of Burdwan