(4)

TES OF THE MEETING OF BOARD OF STUDIES, HELD ON FABRUARY 02, 2018 11.00 AM IN THE OFFICE OF COORDINATOR, CENTRE FOR MANAGEMENT STUDIES, MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY, GORAKHPUR.

The following were present:-

1.	Dr. A.K. Daniel	:	Chairman
2.	Dr. Gopi Nath	:	External Member
3.	Dr. Sanjay Medhavi	:	External Member
4.	Mr. Gurumukh Singh	:	External Member
5.	Mr. Rakesh Kumar	:	Internal Member
6.	Mr. Ajay Manghi	:	Internal Member
7.	Mr. Ugrasen	:	Internal Member
8.	Dr. Vinay Kumar Yadav	:	Internal Member
9.	Mr. Bijendra Kr. Pushkar	:	Internal Member
10.	Ms. Joyce Yeoward	:	Internal Member
11.	Ms. Anumita Agarwal	:	Internal Member
12.	Ms. Archana Rao	:	Internal Member
13.	Mr. Mohd. Kashif	:	Internal Member

The following things were discussed:

1. The Coordinator welcomed all the Members of the Board of Studies.
2. The syllabus of MBA 1st and 2nd year were discussed. The syllabus of following subject were revised:

    1. Managerial Economics MBA-103 credit 4 (3-1-0)
    2. Research Methodology MBA-109 4 credit (3-1-0)
    3. Marketing of Services MBA, MK1 3 credit (2-1-0)

    The following new elective are introduced in MBA 2nd year.

    1. **Marketing Management**
        1. Digital Marketing MBA-MK7 4 credit (3-1-0)
        2. Integrated Marketing Communication 4 credit (3-1-0)

    2. **Financial Management**
        1. Financial Derivatives MBA, FM7 credit 4 (3-1-0)

    3. **Information Technology (IT)**
        1. Cyber Security for Business MBA-IT-7 credit 4 (3-1-0)
        2. Cloud Computing for Business MBA-IT-8 credit (3-1-0)

    The Internal faculty member left the meeting.
3. The Panel of Theory Examiners of Even Semester Session 2017-2018 for MBA, MCA, and M.Tech. Programme were discussed and finalized.

The meeting ended with the vote of thanks to the chair.

(Dr. A.K. Dainel)
Coordinator

Copy to : Dean, PG.

10/09/2020
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(Dr. A.K. Dainel)
Coordinator

Elective Marketing Management (MK)

DIGITAL MARKETING MBA MK 7

4 Credits (3-1-0)

Unit 1

Introduction to Digital Marketing: Concept of digital marketing, The new digital world - shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and consumer's digital journey. Marketing strategies for the digital world, online marketing-mix, market intelligence, customer relationship management, online branding, web traffic building strategy, Managing content in a digital age – content planning and writing. Consumer buying behaviour in the digital-age and factors affecting consumer behaviour.

Unit 2

Acquiring & Engaging Users through Digital Channels: Understanding the relationship between content and branding and its impact on sales, search marketing, mobile marketing, video marketing, and social-media marketing. Online campaign management; using marketing analytic tools to segment, target and position like Heap Analytics, MixPanel, Oribi, Google Analytics etc.; overview of search engine optimization (SEO).

Unit 3

Designing Organization for Digital Success: Digital transformation, digital leadership principles, online public relations and reputation management. Return on investment of digital strategies, Role of digital marketing in adding value to business, and evaluating cost effectiveness of digital strategies, Ethical issues in Digital marketing: Cyber Crime & IT Act 2000.

Unit 4

Digital Innovation and Trends: The contemporary digital revolution, digital transformation framework, issues in digital marketing with reference to security and privacy, Understanding trends in digital marketing – Indian and global context, online communities and co-creation, future of e-marketing: new techniques and apps.

Text Books

1. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
2. Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment; McGraw-Hill Professional (October, 2013).
3. David Whiteley; E-Commerce: Strategy, Technologies and Applications, Mcgraw Hill Education.

Reference Books

1. Menon, Arpita; Media Planning and Buying; McGraw Hill (1st Edition, 2010)
2. Arnold, George; Media Writer's Handbook: A Guide to Common Writing and Editing Problems; McGraw-Hill Education; (5thedition, 2008)
3. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014)

Elective Marketing Management (MK)

Integrated Marketing Communication MBA MK 8

4 Credits (3-1-0)

UNIT 1

Marketing Communication: Objectives of Marketing Communication, Functional areas of marketing communication, Integrated Marketing Communication (IMC): concepts and process, Factors contributing to IMC, Role of IMC in branding, IMC Partners, Promotion Mix, Integrating IMC in Marketing Mix ,Challenges in IMC

UNIT 2

Advertising Management: Meaning, Nature and Scope of Advertising, Classification of advertising, Process of Advertising, STP Strategies for Advertising , Communication Model with reference to Advertising, AIDA, DAGMAR and PACT Model, Advertising campaigns , Fundamentals of Advertising Campaigns, The Creative Brief ,Big Idea, Getting Creative to find the Big Idea, , Advertising Appeal. Advertising Agencies – their role, functions, organization, Compensation, client agency relationship, Management of Advertising Agencies.

UNIT 3

Emerging Concepts and Issues in Marketing Communications: Programmatic, native advertising, video, mobile, digital , Sponsorship, Role of E-Commerce in Marketing Communication. Corporate advertising, Advertorials and Infomercials. Public Relations – Types & Tools of PR, Sales Promotion – Different types of Sales Promotion, Publicity – Types of Publicity, Personal Selling, Direct marketing, Event Management, Unconventional Promotional methods

UNIT 4

International advertising and promotion: global vs local advertising, decision areas in international advertising, role of promotional mix elements in international marketing Media Planning and Strategy - Media Types and their characteristics; Setting Media objectives; Steps involved in media planning, ; Media Strategy: Cross media concept; and media research.

Ad Budget, Ad Appropriation ,Methods of Budgeting ,Measuring Effectiveness of Advertisement, Legal and Ethical concepts and issues in Advertising, Advertising Research. Message Design-The Creative concept development; the creative processes of the different forms of IMC; Source of the message, Message integration.

TEXT BOOK

1. Kruti Shah & Alan D' Souza :Advertsing & promotions an IMC perspective- Mc Graw Hill education
2. George E Belch & Michael . Blelch : Advertising and promotion- An Integrated Marketing Communication Perspective-Mc Graw Hill Education
3. Siraj M Joseph & Rahtz Don R : Integrated Marketing Communication – A Strategic Approach, engage Learning
4. Kenneth Clow & Donald Baack : Integrated Advertising, Promotion, and Marketing Communications, Pearson Education, Limited
5. Borden & Marshall : Advertising Management; MV Taraporevala Sons' Co Pvt. Ltd, Richard D Irwin Inc. Homewood, Illinois

REFERENCE BOOKS

1. Chunawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House
2. Copley Paul : Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth Heinemann Publication
3. Duncon : Integrated Marketing Communications, Tata McGraw Hills

HIMSD

Elective Financial Management

Financial Derivatives MBA FM 7

4 Credits (3-1-0)

Unit – 1

Introduction to derivatives market, Definition, Evolution and features of Derivatives, Types of Derivatives, Forward , futures and options market, Forward Contract, features of forward contracts Forward market transactions , Forward contracts , Forward market in India , Hedging with forwards.

Unit – 2

Forwards and Futures: Futures contract, types, functions, distinction between futures and forward, pricing of futures contract, Currency Futures, Hedging in Currency Futures, Speculation and Arbitrage in Currency Futures, Pricing of Futures, Cost of Carry Model, Application of Market Index, Index Futures in the Stock Market, Indian Derivatives Market.

Unit – 3

Introduction to Options: Hedging with Currency Options, Speculation and Arbitrage with Options, Pricing Options, General Principles of Pricing, Black Scholes option pricing Model Index Options, Hedging with Index Options, Speculation and Arbitrage with Index Options, Index Options Market in Indian Stock Market , Use of different option strategies to mitigate the risk

Unit – 4

Financial Swaps: Managing Interest Rate Exposure, Interest Rate Swaps, Currency Swaps, Interest Rate Futures, Forward Rate Agreement

References :

1. Thomas Susan, Derivatives Market in India; Tata McGraw Hill
2. Financial Derivatives : Theory, Concepts and practices by S.L. Gupta, PHI, 2005.
3. Financial Derivatives by S.S.S Kumar, PHI , 2007
4. Options, Futures and other Derivatives, John C. Hull; Prentice Hall of India; New Delhi, 1997.

Elective Information Technology (IT)

CYBER SECURITY FOR BUSINESS

MBA IT-7

4 Credits (3-1-0)

UNIT-1

Introduction to information systems, Types of information Systems, Introduction to information security, Need for Information security, Threats to Information Systems, Information Assurance, Cyber Security, and Security Risk Analysis, Security Threats and Risk, Types of Security Threats – Computer Viruses and Worms, Logic Bombs, Trapdoors, Spoofs, Malicious Software.

UNIT-2

Application security (Database, E-mail and Internet), Data Security Considerations-Backups, Archival Storage and Disposal of Data, Flow of Data and Network Security: Cryptography, Digital Signature, Public/ Private Key Infrastructure, VPN, Securing Wireless Networks.

UNIT-3

Developing Secure Information Systems, Application Development Security and security requirement at the beginning, Information Security Governance & Risk Management, Security Architecture & Design Security Issues in Hardware, Data Storage & Downloadable Devices, Physical Security of IT Assets, Access Control, CCTV and Intrusion Detection Systems, Backup Security Measures.

UNIT-4

Cyber Laws- Needs and advantage, Security Policies: Significance, types of Security Policies: Internet security Policies, Email Security policies, Information Security Standards-ISO. Concept of IPR and IT Act 2000, Main Provisions of: Copyright Act, Indian Patent Act.

References:

1. Charles P. Pfleeger, Shari Lawerance Pfleeger, "Analysing Computer Security ", Pearson Education India.
2. V.K. Pachghare, "Cryptography and information Security", PHI Learning Private Limited, Delhi India.
3. Dr. Surya Prakash Tripathi, Ritendra Goyal, Praveen kumar Shukla ,"Introduction to Information Security and Cyber Law" Willey Dreamtech Press.
4. Schou, Shoemaker, " Information Assurance for the Enterprise", Tata McGraw Hill.
5. CHANDER, HARISH," Cyber Laws And It Protection " , PHI Learning Private Limited ,Delhi ,India

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Elective Information Technology (IT)

CLOUD COMPUTING FOR BUSINESS MBA IT-8

4 Credits (3-1-0)

Unit I

Introduction Evolution of cloud computing, Cloud computing vendors, Cloud computing threats, Cloud reference model, Security for cloud computing, Introduction to cloud computing solutions & vendors, Comparison of traditional Vs Cloud based business solutions, Issues and challenges in cloud based business models.

Unit II

Governance and Enterprise Risk Management Information security governance processes, its role and responsibilities, Enterprise risk management in cloud computing-Opportunity and Risk, Enterprise risk management recommendations-Types and Approaches, Information risk management methodology and Risk assessment.

Unit III

Information Lifecycle Management, and Data Centre Operations Key challenges regarding data ecurity, Models of data security, Data centre operations and infrastructure management services, Principal characteristics of cloud computing, Data centre security Consideration and Techniques.

Unit IV

Application Security Web Application, Vulnerability distribution, Security solutions, Applications in cloud environments security, Virtualization: Hardware virtualization, Software virtualization, Memory virtualization, Storage virtualization, Data virtualization, Network virtualization, Virtualization security.

Reference Books

1. Mulholland, Andy, Pyke, Jon, and Finger, Peter; Enterprise Cloud Computing: a strategy guide for business and technology leaders; Meghan Kiffer Press

2. Linthicum, David S.; Cloud Computing and SOA Convergence in your Enterprise: A Step-by-Step Guide; Addison Wesley Information Technology Series

3. Rhoton, John; Cloud Computing Explained: Implementation Handbook for Enterprises; Kindle Edition

4. Reese, George; Cloud Application Architectures: Building Applications and

5. Infrastructure in the Cloud; O'Reilly publication

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HUMANITIES & MANAGEMENT SCIENCE DEPARTMENT
M. M. M. UNIVERSITY OF TECHNOLOGY
GORAKHPUR

MINUTES OF EMERGENT MEETING OF INTERNAL MEMBERS OF BOARD OF STUDIES OF HUMANITIES & MANAGEMENT SCIENCE DEPARTMENT HELD ON 05-11-2019 AT 02.00 PM IN THE OFFICE OF HOD.

The following were present:

1.	Prof. S. C. Jayswal	Prof. & Head	Chairman
2.	Dr. Sudhir Narayan Singh	Associate Professor	Internal Member
3.	Dr. Ravi Kumar Gupta	Assistant Professor	Internal Member
4.	Dr. Abhijit Mishra	Assistant Professor	Internal Member
5.	Dr. Vinay Kumar Yadav	Assistant Professor (Contract)	Internal Member
6.	Dr. Kahkashan Khan	Assistant Professor (Contract)	Internal Member
7.	Dr. Ugrasen	Assistant Professor (Contract)	Internal Member
8.	Dr. Priyanka Rai	Assistant Professor (Contract)	Internal Member
9.	Dr. Bharati Shukla	Assistant Professor (Contract)	Internal Member
10.	Ms. Anumita Agarwal	Assistant Professor (Contract)	Internal Member
11.	Dr. Rajesh Singh	Assistant Professor (Contract)	Internal Member

Mr. Bijendra Kumar Pushkar could not attend the meeting.

The following decisions were taken:

1. To introduce a new Audit Course 'Advanced Professional Writing'(MBA 151) for MBA- 2nd Year with 4 Credits (Lecture-3 + Tutorial-1 + Practical-0) and to approve the syllabus for this course (enclosed with the minutes).

Rajesh Singh — Anumita Agarwal — Dr. Bharti Shukla — Priyanka Rai

Ugrasen — Kehkashan Khan — Vinay Kumar Yadav — Abhijit Mishra

Ravi Kumar Gupta — Sudhir Narayan Singh — S.C. Jayswal

Copy for information and action to:
1. Dean, PGS and R&D
2. Dean, UGS & E

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MBA-151

	L-T-P	Credit
Advanced Professional Writing	3-1-0	4

Unit-I

Language Vs communication: Communication as coding and decoding – signs and symbols – verbal and non –verbal symbols – Language & communication; Types of Communication- functional, situational, verbal and non-verbal, interpersonal, group, interactive, public, Mass Communication. Thinking and Articulation – cognitive, affect, critical, creative aspects of articulation.

Skills of Language Acquisition: Natural Language Acquisition Skills: Listening, Speaking, Reading & Writing {LSRW}; Language Acquisition Through Training: Listening, Speaking, Reading, Writing, Grammar & Vocabulary {LSRWGV}– Recap of word and thought match exercises – Common Confusables; active and passive voice; phrasal verbs and prepositional verbs. Recap of language skills – vocabulary.

Phrase, Clause & Sentence: The Sentence, The paragraph: Structure, types and Linking, Professional Vocabulary, Impersonal Style, Scientific Attitude Plain Statement, Interesting Composition, Miscellaneous Exercises, Definition, Description, Description of a process, Diagrams, Explanations,

Professional/ Technical Communication-Simplicity, Clarity and Conciseness of a Presentation, Blending of Artistic/Professional Writing and Technical Writing, Usages in Grammar, Avoiding gender, racial and other forms of bias in Professional Writing. Pre Writing, Drafting and Re-writing.

Unit-II

Professional/Technical Paper Writing: Professional Paper Elements-Front Matter of a Paper, Main Text of a Paper, End Matter of a Paper: Organising References and Bibiliography, Order of a thesis and Paper Elements, Concluding Remarks. **Methods of Paper Writing:** Identification of Author and His Writing-Author's name and Affiliation, Joint Authorship of a Paper, Identification of Writing-Title, Keywords, Synopsis, Preface and abstract. Writing Research Article & Methodology.

Thesis/Dissertation Writing: Thesis Elements-Front Matter of a Thesis, Main Text of a Thesis, End Matter of a Thesis, Specimen—Thesis and Research Paper, Chapters and Sections-Introductory Chapters and Sections, Statement of the Problems, Plan and Scope, Core Chapters and Sections-Theoretical Analysis and Synthesis, Basic Assumption and Hypothesis.

Processing Professional Data: Data Collection, Literature Review, Data Analysis, Drafting Data & Deriving Inferences.

Unit –III

Professional Drafting: Letters _ Formal and Informal Letters, Parts of a Letter, Types of Letters, Stylistic Faults in Letter Writing, Business Letters, Examples of Letter-Writing, Job Applications & Covering Letters.

Conducting Professional Meeting: Pre-meeting Preparation, During Meeting & Post Meeting Follow ups. Notice, Circular, Agenda: Deciding Agenda, Preparing Minutes & Drafting follow-ups.

Career & Correspondence: Developing a Professional C.V, Bio Data & Resume Building, Report Writing, Kinds of Reports, Length of Report, Parts of a Report, Terms of Reference, Collection of Facts, Outlines of Report, Examples of Report, Technical Proposal, Elements of Proposal, Examples of Proposal, drafting of proposal.

Presentation Delivery Tools: Designing the Presentation; Establishing the Objectives. Making Professional Power Point Presentations, Signaling Structure of Presentation through Sentences and Crisp Phrases, Preparing Notes for Professional/Technical Presentation, Text Animation, White Board, Flip Charts, Diagrams, Preparing Cards.

Unit-IV

Technical Seminar-purpose, modes and methods, Interviewing skills-body language, gesture, posture, tips and tactics of interview.

Case study- objectives, methods, examples of various case-study.

Audience Analysis: Industrial vs. non-industrial users; Exploring primary, secondary, tertiary users in contexts of production and use; Creating personas; Multicultural issues; Analyzing real-world examples. Estimating, tracking, and managing tech writing projects. Determine the project scope, Estimates and schedules, Assemble the team, Provide resources and leadership, Evaluate the project, Appendixes and Annexure, References, Peripherals—Official Formalities, Rights and Permission, Certificate and Copyright, Dedication, Acknowledgement, Correspondences. Change Management & Argumentative Writing.

Professional Projects: Elements of a Professional Project Making: Making a final Project on topics, given by the instructor, Result & Discussion.

Cyber Identity & Professional Netiquettes: Writing E-mails, Blogs on Social media, Video-Conferencing.

Recommended Books

1. Gibaldi, Joseph. *The MLA Handbook for Writers of Research Papers*. Modern Language Association of America, US, 2016.
2. Schwarzman Steven A. *Technical Writing Management: A Practical Guide*. CreateSpace Independent Publishing Platform, 2011.
3. Acharya Anita. *Interview Skills- Tips & Techniques*. Yking Books, Jaipur, 2012.
4. Hamilton Richard. *Managing Writers*. Penguin, India, 2009.
5. Sharma R.S. *Technical Writing*. Radha Publications, New Delhi, 2007.
6. B.N.Basu. *Technical Writing*. PHI Learning Pvt. Ltd., New Delhi, 2008.
7. Mc Graw S. J. *Basic Managerial Skills for All. Ed. 08th*, Prentice Hall of India, New Delhi, 2008.
8. Dubey Arjun et al. *Communication for Professionals*. Alfa Publications, Delhi, 2016.
9. Sharma R.C. & Mohan Krishna. *Business Correspondence and Report Writing*. Tata McGraw Hill New Delhi, 2017.
10. Chhabra T.N. *Business Communication*. Sun India Publication New Delhi, 2018.
11. Murphy & Hildebrandt. *Effective Business Communication*. Tata McGraw Hill New Delhi, 2008.

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TES OF THE MEETING OF BOARD OF STUDIES, HELD ON FABRUARY 02, 2018 11.00 AM IN THE OFFICE OF COORDINATOR, CENTRE FOR MANAGEMENT STUDIES, MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY, GORAKHPUR.

The following were present:-

1. Dr. A.K. Daniel	:	Chairman
2. Dr. Gopi Nath	:	External Member
3. Dr. Sanjay Medhavi	:	External Member
4. Mr. Gurumukh Singh	:	External Member
5. Mr. Rakesh Kumar	:	Internal Member
6. Mr. Ajay Manghi	:	Internal Member
7. Mr. Ugrasen	:	Internal Member
8. Dr. Vinay Kumar Yadav	:	Internal Member
9. Mr. Bijendra Kr. Pushkar	:	Internal Member
10. Ms. Joyce Yeoward	:	Internal Member
11. Ms. Anumita Agarwal	:	Internal Member
12. Ms. Archana Rao	:	Internal Member
13. Mr. Mohd. Kashif	:	Internal Member

The following things were discussed:

1. The Coordinator welcomed all the Members of the Board of Studies.
2. The syllabus of MBA 1st and 2nd year were discussed. The syllabus of following subject were revised:

    1. Managerial Economics MBA-103 credit 4 (3-1-0)
    2. Research Methodology MBA-109 4 credit (3-1-0)
    3. .Marketing of Services MBA, MK1 3 credit (2-1-0)

    The following new elective are introduced in MBA 2nd year.

    1. **Marketing Management**
        1. Digital Marketing MBA-MK7 4 credit (3-1-0)
        2. Integrated Marketing Communication 4 credit (3-1-0)

    2. **Financial Management**
        1. Financial Derivatives MBA, FM7 credit 4 (3-1-0)

    3. **Information Technology (IT)**
        1. Cyber Security for Business MBA-IT-7 credit 4 (3-1-0)
        2. Cloud Computing for Business MBA-IT-8 credit (3-1-0)

    The Internal faculty member left the meeting.

3- The Panel of Theory Examiners of Even Semester Session 2017-2018 for MBA, MCA, and M.Tech. Programme were discussed and finalized.

The meeting ended with the vote of thanks to the chair.

(Dr. A.K. Dainel)
Coordinator

Copy to : Dean, PG.

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(Dr. A.K. Dainel)
Coordinator

Revised Syllabus

MANGERIAL ECONOMICS MBA-103

4 Credits (3-1-0)

UNIT I

Basic Concepts of Economics - Nature, Significance and scope of Economics, Micro Economics and Macro Economics, Problem of scarcity, Solving economic problems- Managerial Economics and Decision making, Concepts of Marginal Value and Equilibrium Recent Economic Issues and Developments, Profit: Concept of Profit, Accounting Profit and Economic profit, Analysis and profit Forecasting Theories of Profit, Dynamic Theory of Profit, Risk and Uncertainty-Bearing Theory of Profit, Innovation Theory of Profit, Social impact assessment.

UNIT II

Demand Analysis- Theory of Demand, Types of Demand and their characteristics, Kinked Demand Curve, Law of Demand, Shifts in demand, Price Elasticity of Demand & types, Income Elasticity, Cross and Price Elasticity, Utility Analysis - Cardinal Approach of utility, Consumer Equilibrium, Ordinal Approach of Utility, Indifference curve, Supply analysis –Law of Supply and Elasticity of Supply and its uses in managerial decision making, Forecasting - Techniques of Demand - Qualitative techniques and Quantitative Techniques

UNIT III

Cost Analysis-Concept of Cost and Cost Classification, Law of Variable proportions - Increasing, Decreasing and Constant Return, Cost output relationship in short-run and Long-run, Production Functions, ISO-Cost Curves and their significance in cost analysis, Economies of Scale: Internal and external, Least Cost Combination Concept of Revenue, Estimation of Revenue: Average Revenue, Marginal Revenue Total Revenue

UNIT IV

Market Structure -Perfect and Imperfect Market Structures, Perfect Competition, Equilibrium Price, Pricing under Perfect Competition, short-run and Long-run price under perfect competition, Pricing under Monopoly and Monopolistic Competition, Oligopoly, Discriminating Prices, Dynamic Pricing.

National Income-Definition of national income, Measurement of National Income – Net output or value method, Factor Income method, Expenditure method, Growth and composition of India's National Income.

Books & References:

1. P.L. Mehta, Managerial Economics, Analysis, Problems and Cases, Sultan Chand Sons, New Delhi.
2. Varshney and Maheshwari, Managerial Economics, Sultan Chand and Sons, New Delhi.
3. D. Salvatore, Managerial Economics, McGraw Hill, New Delhi.
4. Pearson and Lewis, Managerial Economics , Prentice Hall, New Delhi
5. G.S. Gupta, Managerial Economics, T M H, New Delhi.
6. Mote, Paul and Gupta, Managerial Economics, T M H, New Delhi.
7. Joel Dean, Managerial Economics, Prentice Hall, USA.
8. H L Ahuja, Managerial Economics, S Chand & Co. New Delhi.

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REVISED SYLLABUS

RESEARCH METHODOLOGY MBA-109

4 Credits (3-1-0)

UNIT I

Introduction to Research – Concept, Definition, Scope, Significance, Limitations, Obstacles in acceptance Ethics in research. Types of Research, Review of Literature, Research process, Research Design Exploratory designs – Descriptive designs - Longitudinal and cross-sectional analysis.

UNIT II

Qualitative research techniques – (a) Based on questioning: Focus groups, Depth interviews, Projective techniques. (b) Based on observations: Case study method, Ethnography, Grounded theory, Participant observation, Causal research – Basic experimental designs – Internal and External validity of Experiments, Quantitative research: Concept and Limitations, Parametric and Non-Parametric Test, Formulation of Hypothesis statement – Characteristics of a good hypothesis, Drafting of the research proposal. Various sources of data Collection –Sources of Primary data & Secondary data.

UNIT III

Primary data – Questionnaire design - Administration and analysis considerations in design - Attitude measurement – scaling techniques. Observation method of primary data collection, Web based primary data collection – issues of reach, analysis, accuracy, time and efficiency. Secondary data – internal and external sources, Sampling – sampling methods – sampling and non sampling errors – sample size calculation – population and sample size – large and small samples - practical considerations in determining sample size.

UNIT IV

Quantitative Data analysis – Univariate analysis – Bivariate analysis – Multivariate analysis, Simple and cross tabulation, simple and multiple regression, Factor analysis, Introduction to Bayesian Decision Theory and Fuzzy Logic.

Hypothesis testing – Types of tests and test selection, T-test: One sample test, Two-Independent Sample tests, and Two-related sample tests. Chi-square test, tests for large and small samples, Z-test: Concept and Application, Report writing – forms of report – fundamentals of a good report, Introduction to MATLAB, SPSS.

Books & References:

1. Research Methodology – C.R. Kothari
2. Methodology and Techniques of Social Research – Wilkinson, Bhandarkar
3. Research Methodology – Dr. V.P. Michael
4. Research Design and Methods – Kenneth S. Bordens
5. Business Research Methods – Donald R. Koope
6. Research Methodology- R. Panneerselvam

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REVISED SYLLABUS

MARKETING OF SERVICES MBA MK1

3 Credits (2-1-0)

UNIT I

Introduction to Services Marketing- Emergence of Services Economy, Definitions of Services and Nature of Services, Differences in Goods versus Services Marketing, Classification of Services, Services Marketing Mix, Trends in Services Marketing.

UNIT II

Consumers' Behaviour for Services- Consumer Decision Making Process and Buying behaviour in services, Meaning and Types of Service Expectations, Zone of Tolerance, Consumer Satisfaction, Segmenting, Targeting and Positioning of Services.

UNIT III

Services Marketing Mix- Services Product Strategies and New Service Product development, Approaches to Pricing Services and Pricing Strategies, Designing the Service Communication and Promotional Mix, Branding of Services, Distributing Services – Context and Options, Physical Evidence of a Service, Effective Service Delivery Process- Strategies for Matching Capacity and Demand, Employees' and Customers' Role in Service Delivery and Services Marketing Triangle.

UNIT IV

Service Quality-Determinants of Service Quality, Gap Model, CRM in Services, Consumer Complaint Behaviour, Consumer Response to Effective Service Recovery, Principles of Service Recovery, Contemporary Issues in Services Marketing; Transaction & Relationship Marketing; Concept, Managing Sustainable Services, Recent developments in the field of Service Marketing- Paradigm Shift.

Books & References:

1. Lovelock, Christopher H, Services Marketing, Pearson Publication, New Delhi
2. Govind Apte, Services Marketing, Oxford Publication
3. Swartz & Lacobucci, Handbook of Services Marketing & Management, Sage Publication
4. Hoffman & Bateson, Services Marketing, Cengage Learning, New Delhi
5. P. Balaji, Marketing of Services, S Chand Publication

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2

MINUTES OF THE MEETING OF BOARD OF STUDIES, HELD ON JANUARY 25, 2017 AT 11.00 AM IN THE OFFICE OF COORDINATOR, CENTRE FOR MANAGEMENT STUDIES, MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY, GORAKHPUR.

The following were present:

1. Dr. A.K. Daniel : Chairman
2. Dr. Gopi Nath : External Member
3. Dr. Sanjay Medhavi : External Member
4. Mr. Gurumukh Singh : External Member

The following things were discussed:

1. The Coordinator welcomed all the members of Board of Studies.
2. The panel of Theory and Practical Examiners of Even Semester, session 2016-2017 for MBA, MCA & M.Tech programme were discussed and finalized.
3. Revision of syllabus of Customer Relationship Management (MBA-MK5) was discussed and finalized and enclosed.

The meeting ended with vote of thanks to the chair.

(A.K. Dainel)
Coordinator

Copy to: Dean, PG.

(A.K. Dainel)
Coordinator

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Revised Syllabus

MBA MK5 CUSTOMER RELATIONSHIP MANAGEMENT 3 Credits (2-1-0)

UNIT I

Relationship marketing: Concept, objectives and importance. **Approach towards relationship marketing:** A paradigm shift. **CRM:** Definitions, Practices, Cycle, Stakeholders, Significance, Types, Success Factors, Implementation and Dimensions of Customer Relationship Management.

UNIT II

Customer Satisfaction: Concepts, Significance, Components, Models & Rationale. **Customer Loyalty:** Concepts, Significance, Benefits, Dimensions, Determinants & Drivers. **Service Quality:** Concepts, Types, Dimensions & Gaps.

UNIT III

E-CRM: Concepts, Features, Advantages, Technologies, Virtual Customer Representatives, Customer Relationship Portals, Functional Components. **Database Management:** Database Construction, Data Warehousing, architecture, **Data Mining :** Characteristics, tools and techniques, Concepts, Significance, Advantages, Use in Call Center, Multimedia Contact Center and Important CRM software.

UNIT IV

CRM Emerging Perspectives: Employee-Organisation Relationship, Employee- Customer Linkage, Factors effecting employee's customer oriented behavior, Essentials of building employee relationship, Employee customer orientation, customer retention and customer experience management, Rural CRM, CRM practices in various Service Business.

Books & References:

Alok Kr. Rai : Customer Relationship Management : Concepts and Cases, PHI
Kristin Anderson, Carol Kerr : Customer relationship management, McGraw-Hill Professional
Federico Rajola : Customer Relationship Management: Organizational & Technological Perspectives, Springer
Rajendra Kumar Sugandhi : Customer Relationship Management, New Age International
Gerhard Raab : Customer relationship management: a Global Perspective, Gower Publishing, Ltd.
Ed Peelen : Customer Relationship Management, Pearson Education India
Lakshman Jha : Customer Relationship Management: A Strategic Approach, Global India Publications

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MINUTES OF THE MEETING OF BOARD OF STUDIES, HELD ON JANUARY 19, 2016 AT 11.00 AM IN THE OFFICE OF COORDINATOR, CENTRE FOR MANAGEMENT STUDIES, MMMUT, GORAKHPUR

The following were present:

1.	Dr. A. K. Daniel	Chairman
2.	Prof. Ashish Bajpai	External Member
3.	Prof. A.K. Gupta	External Member
4.	Mr. Gurumukh Singh	External Member
5.	Mr. Ashutosh Shukla	External Member
6.	Mr. Sanjay Singh	Internal member
7.	Mrs. Bharti Shukla	Internal member
8.	Ms. Ankita Tripathi	Internal member
9.	Ms Namita Gupta	Internal member
10.	Mrs. Shweta Kabra	Internal member
11.	Mr. Yogesh Shukla	Internal member
12.	Ms. Nivedita Chaturvedi	Internal member
13.	Mohd. Kashif	Internal member

The following things were discussed:

1. The coordinator welcomed all the members of Board of Studies.
2. The panel of Theory Examiners of Even Semester, session 2015-16 for MBA, MCA, M Tech and B.Tech. programme were discussed and finalized.
3. The panel of Practical Examiners for MBA programme was finalized.
4. Revision of Syllabus of MBA02 was discussed and finalized. The name of the subject was changed from 'Industrial Economics and Management' to 'Engineering & Managerial Economics'.

The meeting ended with vote of thanks to the chair.

Coordinator

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1. Dean Academics

Coordinator

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Revised Syllabus and Subject Name (Effective from Session 2016-17)

MBA02 Engineering & Managerial Economics 3 Credits (2-1-0)

UNIT I

Introduction: Meaning, Nature and Scope of micro Economics, Macro Economics and Managerial Economics, Decision making Process with reference to Managerial economics, Managerial Economics and its application in engineering perspective,

UNIT II

Concepts of Demand and Supply: Demand Analysis, Law of Demand, Determinants of Demand, Elasticity of Demand: Price, Income and cross Elasticity. Uses of concept of elasticity of demand in managerial decision

Demand Forecasting: Meaning, significance and methods of demand forecasting.

Law of Supply, Determinants and Elasticity of supply

UNIT III

Production function, Laws of returns to scale & Law of Diminishing returns scale.

Overview of cost: fixed cost, variable cost, average cost, marginal cost, Opportunity cost, An overview of Short and Long run cost curves

Profit analysis and concept of profit, Theories of Profits

UNIT IV

Market Structure: Perfect Competition, Imperfect competition – Monopolistic, Oligopoly, duopoly sorbent features of price determination and various market conditions.

National Income: Concept and Measurement of National Income. Inflation: Meanig, Types, causes & prevention methods, Business Cycles and Phases

Books & References:

1. Mote, Paul and Gupta, Managerial Economics, T M H, New Delhi.
2. H L Ahuja, Managerial Economics, S Chand & Co. New Delhi
3. P.L. Mehta, Managerial Economics, Analysis, Problems and Cases, Sultan Chand Sons, New Delhi.
4. Prof. D.N. Kakkar , Managerial Economics for Engineering, PHI publication, New Delhi
5. Varshney and Maheshwari, Managerial Economics, Sultan Chand and Sons, New Delhi.

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BOARD OF STUDIES
DEPARTMENT OF APPLIED SCIENCE
MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR – 273 010 (UP) INDIA

Minutes of meeting of Board of Studies of Department of Applied Science, M. M. M. University of Technology, Gorakhpur held on Dated: 10.01.2018

The following were present:

List of Member of BOS

Sr. No.	Name	Member	Signature
1.	Dr. D. Kandu	Chairman	
2.	Prof. D.K. Dwivedi	Internal Member	
3.	Prof. Arjun Dubey	Internal Member	
4.	Dr. B.K. Pandey	Internal Member	
5.	Dr. S. N. Singh	Internal Member	
6.	Dr. R. K. Yadav	Internal Member	
7.	Dr. V. K. Mishra	Internal Member	
8.	Dr. P. P. Pande	Internal Member	
9.	Dr. S.P. Singh	Internal Member	
10.	Dr. A.K. Barnwal	Internal Member	
11.	Dr. Harish Chandra	Internal Member	
12.	Shri. Ravi Kr. Gupta	Internal Member	
13.	Dr. Krishna Kumar	Internal Member	
14.	Dr. Abhijit Mishra	Internal Member	
15.	Dr. Abhishek Gupta	Internal Member	
16.	Dr. Ram Keval	Internal Member	
17.	Dr. G. Anantharaman	Department of Chemistry, IIT Kanpur, Kanpur	
18.	Prof. A. K. Singh	Department of Physics, BHU, Varanasi	

The following decisions were taken:

1. The list of examiners for Theory & Practical Examination of Physics, Chemistry, Mathematics, and Humanities for even semester Session 2017-18 was prepared.
2. The syllabus of M.Sc. Physics with specialization in electronics was recommended to be effective from the academic session 2018-19.
3. The syllabus of human values and professional ethics (BAS-11) is revised to be effective from the academic session 2018-19.
4. Panel of examiners for comprehensive examination of Ph.D. students admitted in the academic session 2017-18 was recommended.

The meeting ended with thanks to the chairman.

(Dr. D Kandu)
HASD

Copy to:-

1. Dean P.G. Studies and R. & D.
2. Dean U.G. Studies and Entrepreneurship

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(Dr. D Kandu)
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1 HUMAN VALUES & PROFESSIONAL ETHICS

...rse category	:	Humanities & Social Science Electives (HSSE)
...e-requisite Subject	:	NIL
Contact hours/week	:	Lecture: 2, Tutorial: 1, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes and One Mid-Term Examination and One Major Theory Examination
Course Outcomes	:	The students are expected to be able to demonstrate the following knowledge, skills, and attitudes after completing this course

1. To create conducive environment for professionals to grow as good and responsible human beings imbibing values and ethics.
2. Understanding the significance of environment.
3. Developing humanitarian outlook.

Topics Covered

UNIT-I 6

Origin, Meaning, and Definition of Value, Types of Values, Individual Value, Family Value, Societal Value, Human Value, Value in Education System, Importance of Unity & Integrity, Understanding Happiness and Prosperity, Self-Exploration, and Natural Acceptance.

UNT-II 6

Harmony in family, Harmony in Society, Values Leading to Harmony, Creating a world family, The Philosophy of Integral Humanism, Harmony in Nature, Environment and Sustainable Developmental, Legal aspects of Environment, Holistic Perspectives of Values, Existence, and Co-existence.

UNIT-III 6

Origin, Meaning and Definition of Ethics, Ethics: The science of the Morality of The Art of Correct Living, Ethics in Human Acts, Ethics and Religion, Ethical Norms and Laws, Ethics in Literature, Ethics in Science, and Technology.

UNIT-IV 6

Ethical Approaches: - Theistic Approach, Atheistic Approach, General and Special Ethics, Professional Ethics: Ethics at work place, Ethics as Skill, Values and Ethics, Ethics with Value Education, Managerial and Business & Corporate Ethics, Corporate Social Responsibilities.

Books & References

1. Gaur, R.R., Sangal, S., & Bagaria, G.P. (2010) *A foundation course in Human Values and Professional Ethics*. New Delhi: Excel Books.
2. Govindarajan, M., Natarajan, S., & Senthilkumar, V.S. (2013) *Professional Ethics & Human Values*. New Delhi: PHI Learning.
3. Naagarajan, R.S. (2006) *A Textbook on Professional Ethics and Human Values*. New Delhi: New Age International.
4. Shukla, R.K. & Mishra, A. (2010) *Human Values and Professional Ethics*, A.B. Publication: New Delhi.
5. Singh, P. & Panwar, D. (2010) *Human Values & Professional Ethics (A Foundation Course)*. Krishna Publication: Meerut.
6. Fernando, A.C. (2009) *Business Ethics: An Indian Perspective*. New Delhi: Pearson India.

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