

स्वामी विवेकानंद विश्वविद्यालय, सिरोंजा, सागर (म.प्र.)
**SWAMI VIVEKANAND UNIVERSITY,
SAGAR (M.P.)**

**As per model syllabus of U.G.C. New
Delhi, drafted by
Central Board of Studies and Approved by Higher
Education and the Governor of M.P.**



प्रबंधन संकाय

**Faculty of Management
M.B.A. Disaster Management
Semester Examination 2016-17**

**I, II, III & IV Semester
Syllabus & Prescribed Books**

कुलसचिव

स्वामी विवेकानंद विश्वविद्यालय, सिरोंजा, सागर (म.प्र.)



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)
MBA Disaster Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)
FUNDAMENTALS OF MANAGEMENT

Subject Code – MBADM-101

Max. Marks: 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit I

Management, Objectives, Overview, Process Functions, Skills and Roles, Nature and Significance of Management and Society (Environment)

Unit II

Evolution of Management Thought-Taylor, Fayol, Etton Mayo, PC Bernard, Likert and Webber (Theories of Management): Recent Trends and Future Challenges of Management.

Unit III

Planning- Concept, Importance, Types and Process, Strategic Management Overview and Process: MBO, MBE, Decision Making-Concept, Process, Types, Techniques and Importance.

Unit IV

Organizing- Principles, Structure, Process, Importance, Organizational Design, Departmentation, Span of Control Delegation, Decentralization Staffing -Meaning, Scope, Features: Steps and Process.

Unit V

Directing and Controlling – Motivation, Morale and Productivity Leadership, Communication (Organization): Controlling-Nature, Process and Techniques, Coordination.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

Suggested Readings:

1. Koontz O Donnel: Principles of Mgt.
2. Stoner J Management, New Delhi Prentice hall of India

3. Gupta, Sharma and Bhalla: Principles and Practices of Mgt., Kalyani Publication
4. Rao and Krishna: Management Text and Cases, Excel Books

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/ Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)
MBA Disaster Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

BUSINESS MATHEMATICS

Subject Code – MBADM- 102

Max. Marks (Ext. Exam): 80
Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Statistical basis of managerial decision: Frequency distribution and graphic representation of frequency distribution, Measures of Central Tendency – Mean, Median, Mode, Requisite of ideal measures of Central techniques, Merits, Demerits of Mean, Median Mode and their managerial application.

Unit – II

Dispersion Measures of dispersion range, Q.D., M.D., S.D., coefficient of variation, skewness, kurtosis.

Unit – III

Theory of Probability and probability distribution – Mathematical probability, Trial and event, sample space, Simple problem based on sample space, Binomial, Poisson, Normal distribution and their application in business decision making.

Unit – IV

Correlation and regression analysis – Karl Pearson's coefficient of correlation, rank correlation, repeated ranks, Spearman's rank correlation, regression equation, Regression coefficient, Time Series analysis and forecasting.

Unit – V

Sampling and Sample Tests – Purposive sampling, Random Sampling, Null – hypothesis, Alternative hypothesis, Chi-square test of goodness of fit and t – test for difference of Means and Application of this test in management.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READINGS:

1. Gupta, S.P. and Gupta M.P. 'Business Statistics'. New Delhi, Sultan Chand, 1997.

2. Levin Richard I and Rubin David S. 'Statistics for Management'. New Jersey, Prentice Hall Inc., 1995.
3. Kapoor, 'Operation Research'.
4. Elhance, 'Fundamental of statistics for Management'.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



**(Maximum Marks: Each Paper – 100)
MBA Disaster Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)**

MANAGERIAL ECONOMICS

Subject Code – MBADM- 103

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Concepts and Techniques – Nature and Scope of Managerial Economics, Application of Economics in Managerial Decision Making – Marginal Analysis; Theory of Demand – demand functions, income and substitution effects, demand forecasting.

Unit – II

Production and Cost – returns to scale, cost curves, break-even analysis; economies of Scale, Theory of firm – profit maximization, sales maximization.

Unit – III

Market Structure – Price and output decision under different market structures, price discrimination, non-price competition.

Unit – IV

Macro Economics–Aggregates and Concepts, GNP and GDP, Concept and Measurement of National Income: Determination of National Income,

Unit – V

Money Supply and Monetary Policy, Fiscal Policy: Aggregate Consumption – Gross Domestic Savings, Gross Domestic Capital Formation – WPI, CPI and Inflation. Consumption Function.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READINGS:

1. Adhikary, M. 'Business Economics', New Delhi, Excel Books, 2000.
2. Chopra, O.P. 'Managerial Economics'. New Delhi Tata McGraw Hill 1985.
3. Divedi D. N. , 'Managerial Economics', Vikas Publication.

4. Varshney R.L. & Maherhwari R. L., 'Managerial Economics'.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)
MBA Disaster Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

BUSINESS COMMUNICATION

Subject Code – MBADM- 104

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

UNIT I:

Communication: Meaning, nature, importance to managers, communication theories, elements of communication process, importance of feedback, Model of Communication, Barriers to effective communication.

UNIT II:

Types of Communication : Oral, Written & non verbal, Upward, Downward & Lateral: Speeches for different occasions; Interviews; Group Discussion; Conferences; Effective Listening; Grapevine communication.

UNIT III:

Written Communication: Letter Writing; Types of Business Letters; Do's & Don'ts of business letters.

UNIT IV:

Non – verbal Communication: Meaning and importance; Kinesics; Proxemics; Chronemics; Paralanguage; Artefacts

UNIT V:

Report Writing: Types and structure of reports, Drafting of reports. Strategies to develop effective communication skills – Do's & Don'ts of Public Speaking. Importance of Resume and Covering letter –Writing a Resume, essentials of drafting an effective resume.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. Rodriques, M.V., Effective Business Communication, Concept Publishing Company, Delhi, 2003.
2. Rayudo. C.S., Communication, Himalaya Publishing House, Delhi 2008.
3. Sinha, K.K., Business Communication, Galgoita Publishing Company, New Delhi, 2006.
4. Raymond V. Lesikar, John D. Pettit, Jr, Business Communication – Theory and Application, AITBS Publishers & Distribution, Delhi, 1999.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)
MBA Disaster Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

ACCOUNTING FOR MANAGERS

Subject Code – MBADM- 105

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Financial Accounting – Concept, Importance and Scope, Principles of Double Entry, Ledger Accounting, Preparation of Trial Balance.

Unit – II

Preparation of Financial Statements – Profit and Loss Account and Balance Sheet; Depreciation Accounting.

Unit – III

Financial Statement analysis – Comparative Statement; Common Size Statements; Ratio analysis, Cash flow and fund flow analysis.

Unit – IV

Management Accounting – concept; Needs, Importance; Cost Accounting – Records and Processes, Inventory Valuation, Reconciliation between Financial and Cost Accounts.

Unit – V

Costing for Decision-Making, Marginal Costing and Absorption Costing;

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READINGS:

1. Anthony R n and Reece, J. S. 'Accounting Principles', 6th ed. Homewood, Illinois Richard D, Irwin, 1995.
2. Bhattacharya S K and Dearden J. 'Accounting for Management'. Text and Cases. New Delhi, Vikas 1996.
3. Sharma & Gupta, 'Management Accounting' Kalyani Publication.
4. Pandey I. M. , 'Management Accounting', Vikas Publication

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)
MBA Disaster Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

INFORMATION TECHNOLOGY IN DISASTER MANGEMENT

Subject Code – MBADM- 106

Max. Marks (Ext. Exam): 80
Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

PC: Introduction, Configuration, Operating system features and functions, Application programs and packages. Word Processing: Word Basic, Formatting text & documents, working with Header Footer, Tables, Macros, Toolbar, Mail merge. Excel: Spreadsheet, Range, Formulas, Functions, and Graphs. Power Point: - Power point basics, creating Presentation, Working with Text, Graphs, Multimedia.

Unit – II

Database: - Basic concept, Data base system architecture, data models, relational model, relations, relation representation, SQL,

Unit – III

Data Communication: - Computer Networks (LAN, MAN, WAN), Network Hardware, Reference Model, Network Topologies, Transmission mode, Transmission media (Guided, Unguided)

Unit – IV

Working with HTML tags:-colors, Hyperlinks, Unordered Lists, Ordered Lists, Definition Lists, Marquee, Tables, Forms, Basic of Java scripts & VB script for interactive pages. Website Hosting, Email, Blogs, Forums.

Unit – V

System Security: - Virus, Type of Virus, Antivirus, Firewall, E-Commerce: Understanding of E-Commerce, Generation of E-Commerce, Needs & Importance of E-Commerce, Application of E-Commerce.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READINGS:

1. Working with MS Office – Tata McGraw Hill.
2. Fundamental of Data base management system, Renu Vig, Ekta Walo, Indian Society of Technical Education.
3. Networking, Joseph R. Levy.
4. Mastering HTML 4.0 – Ray & Ray, BPB Publication.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)
MBA Disaster Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

PRINCIPLES OF DISASTER MANAGEMENT

Subject Code – MBADM- 107

Max. Marks (Ext. Exam): 80
Min. Pass Marks: 29

COURSE CONTENTS:

UNIT-I

Introduction to Disaster and Disaster Management: Disaster definition, types, their Variation, causal factors, disaster management concept, Disaster Management cycle and Developmental considerations.

UNIT-II

Disaster Prevention and Mitigation: Primary and secondary prevention, objectives, means of emerging management actions, mitigation, objectives and various mitigation measures.

UNIT –III

National Disaster Management Framework: National Vision, High Powered Committee report, Road Map of Disaster Management.

UNIT-IV

Natural Disasters and Management: Coping with Tsunami and floods Earthquake Mitigation, Climate Change and Disasters

UNIT-V

Man-made Disasters and Management: Coping with Man-made disasters, Awareness and Motivation, Training in Disaster Management

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. Disaster Management: Text and Case Studies - DBN Murthy, Deep and Deep Publication, New

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)

MBA Disaster Management

(Maximum Marks: 100)

Subject Code – MBADM- 108

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

STP

Seminar & Term Papers/Project Work

The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case completions group discussion, week and conferences and surveys, management games, role-plays, workshops presentation, extempore and prepared speeches, library assignments, company studies project assignment etc. The weight age of these items will be announced by the teachers concerned in Consultation with the Professor & Head/ Dean, Deptt. The plan forth semester will be announced separately. The topics of the selected shall be from the entire subject that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be notified by the Professor & Head/Dean, DMS. The evaluation is to be made externally out of 100 marks. In additional to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classrooms sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants do at to new knowledge to which the students should acquaint themselves with Workshops, Group Discussion and Seminars are the additional sources of knowledge.



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(Maximum Marks: Each Paper – 100)
MBA Disaster Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

ORGANIZATIONAL BEHAVIOR

Subject Code – MBADM- 201

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

UNIT I:

Understanding Organizational behavior: Levels of analysis within OB – individual, group and organization; challenges and opportunities for OB; relationship of OB with other fields.

UNIT II:

Foundation of individual behavior; learning theories; Perception: factors influencing Perception; Personality, Attitudes, Job satisfaction and Values.

UNIT III:

Motivation: concept and process; Motivation theories: Maslow, McGregor, Herzberg, Alderfor's, Vroom, Porter & Lawler and Equity theory; Motivating employee techniques; Group: nature, functions & development.

UNIT IV:

Organizational Culture & Climate; Organizational conflicts Type, Causes and Management; Johari Window and Transactional Analysis; Emotional Intelligence; Knowledge Management; Power & Politics; Negotiation.

UNIT V : Organizational Change: Forces for change; Resistance to change; Managing change; Stress; Concept, Sources of Stress, Consequences, Management of Stress; Burnout: Causes and Handling of Burnout; Managing diversity in organization.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

Suggested Readings:

1. Baron, R.A. and Greenbeg. J (Behaviour in organization. Pearson India).
2. Luthans, F., "*Organizational Behaviour*", 7th ed. New York, McGraw Hill, 1995.
3. Chandan, J., "*Organizational Behaviour*", Vikas Publishing House Pvt. Ltd.

4. Udai Pareek, "*Organizational Behaviour*", Oxford University Press, 2004.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)
MBA Disaster Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

HUMAN RESOURCE MANAGEMENT

Subject Code – MBADM- 202

Max. Marks (Ext. Exam): 80
Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Concepts and Perspectives on Human Resource Management; Human Resource Management in a changing Environment; Corporate Objective and Human Resource Planning;

Unit – II

Career and Succession Planning; Job Analysis and Role Description; Methods of Manpower Search; Attracting and Selecting Human Resources.

Unit – III

Induction and Socialization; Manpower Training and Development.

Unit – IV

Performance Appraisal and Potential Evaluation; Job Evaluation & Wage Determination.

Unit – V

Employee Welfare; Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management; Employee Empowerment;

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

Suggested Readings:

1. William B. Werther Jr. and Keith Davis, “Human Resources and Personnel Management”, Singapore, McGraw Hill, Latest Edition.
2. Biswajeet Patanayak, “Human Resource Management” New Delhi, Prentice Hall India, Latest Edition.
3. Holloway J. Ed., “Performance Measurement and Evaluations”, New Delhi, Sage Publications, Latest Edition.

4. Guy V. & Mattock J., "The New international Manager", London, Kogan Press, Latest Edition.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)
MBA Disaster Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

FINANCIAL MANAGEMENT

Subject Code – MBADM- 203

Max. Marks (Ext. Exam): 80
Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Aims and Objectives of Financial Management; Financial Analysis and Control. Cost – Volume Profit Analysis.

Unit –II

Operating and Financial Leverage. Time value of Money; Investment and Capital Structure Decisions, Instruments of Long Term Finance.

Unit –III

Cost of Different sources of Raising Capital, Weighted Average cost of Capital; Optimum Capital Structure.

Unit – IV

Basics Concept of - Standard Costing; Budget Budgetary Control and Zero Base Budgeting. Methods of Capital Budgeting.

Unit – V

Management of Working Capital-Cash Receivables and Inventory management. Internal Financing and dividend Policy.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. Hampton, John, 'Financial Decision Making', Englewood Cliffs, New Jersey, Prentice Hall Inc. 1997.
2. Van Home, James C. 'Financial Management and Policy', 10th ed, New Delhi, Prentice Hall of India, 1997.
3. Pandey I. M., 'Financial Management', Vikas Publication.
4. Khan & Jain, 'Financial Management', Tata Mc Graw Hill.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)
MBA Disaster Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

MARKETING MANAGEMENT

Subject Code – MBADM- 204

Max. Marks (Ext. Exam): 80
Min. Pass Marks: 29

COURSE CONTENTS:

Unit –I

Nature and scope of marketing, corporate orientations towards the marketplace. The Marketing Environment and Environment Scanning;

Unit –II

Marketing information system and Marketing research, Understanding consumer and Industrial markets, market segmentation, Targeting and positioning;

Unit –III

Product decisions, product mix, product life cycle, new product development, branding and packaging decisions, Pricing methods and strategies, Promotion decision- promotion mix, advertising, sales promotion, publicity and personal selling;

Unit –IV

Channel management-selection, co-operation and conflict management, vertical Marketing implementation and systems, Organizing and implementing Marketing in the organization;

Unit–V

Evaluation and control of marketing efforts; New issues in marketing-Globalization, Consumerism, Green marketing, Legal issues.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. Enis, B.M. 'Marketing Classics: A Selection of Influential Articles', New York, McGraw Hill, 1991.
2. Kotler, Philip and Armstrong, G. 'Principles of Marketing', New Delhi, Prentice Hall of India, 1997
3. Kotler, Philip, 'Marketing Management Analysis, Planning, Implementation and Control', New Delhi,

Prentice Hall of India 1994

4. Ramaswamy, V S and Namakumari, S. 'Marketing Management Planning Control', New Dehli, MacMillan, 1990

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)
MBA Disaster Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

PRODUCTION AND OPERATIONS MANAGEMENT

Subject Code – MBADM- 205

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Nature and Scope of Production and Operations Management; Facility Location; Types of Manufacturing Systems & Layouts; Layout Planning and Analysis;

Unit – II

Material Handling-Principles-Equipments. Line Balancing-Problems; Operations decisions- Production Planning and Control in Mass Production, in Batch/ Job Order Manufacturing;

Unit – III

Capacity Planning –Models; Process planning, Aggregate Planning Scheduling, Work Study, Method Study, Work Measurement, Work Sampling;

Unit – IV

An Overview of Material Management, Material Planning and Inventory Control; Purchase and Store Management.

Unit – V

Industrial Safety; Total Quality Management including Modern Production. Management practices - Just in Time (JIT), KANBAN, 5-S, Kaizen, Total Productive Maintenance (TPM), and 3-M (Muri, Mura, Muda).

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. Adam, E & Ebert, R.J. 'Production and Operations Management', 6th ed. New Delhi, PrenticeHall of India, 1995.

2. Chary, S.N. 'Production and Operations Management', New Delhi, Tata McGraw Hill, 1989.
3. Moore, FG and Hendrick, T.E., 'Production/ Operations Management', Himalaya Publication.
4. Chunawalla, 'Production and Operations Management', Dr. K. Aswathappa, 'Production Management', Himalaya Publication.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)
MBA Disaster Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

RESEARCH METHODOLOGY

Subject Code – MBADM- 206

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Introduction to Research Methodology - Meaning, Objectives, Significance of Research in Management; Importance and scope of Research Methodology.

Unit – II

Research Process - Defining Research Problem; Setting of Hypothesis; Research Design – Exploratory, Descriptive and Experimental Research Designs;

Unit – III

Sampling Design - Steps in Sampling Design; Criteria of Selecting a Sampling Procedure, Characteristics of Good Sample Design; Types of Sample Design;

Unit – IV

Data Collection-Primary and Secondary data; Observational and Survey Methods; Questionnaire Design; Processing of Data – Editing, Coding, Classification, Field Work and Tabulation of Data;

Unit – V

Analysis and Report Writing - Selection of Appropriate Statistical Techniques; Parametric Test for hypothesis testing – t - test, Chi – Square test; Characteristics of Non Parametric Test; One-way ANOVA; Report writing.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. Bannel, Roger; 'Management Research', ILO,
2. Gupta, S.P. 'Statistical Methods', 30th ed., Sultan Chand, New Delhi, 2001.
3. Golden, Biddle, Koren and Karen D. Locke; 'Composing Qualitative Research', Sage Pub. 1997.

4. Kothari C.R., 'Research Methodology', Wishwa Prakashan.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)
MBA Disaster Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

DISASTER PREPAREDNESS

Subject Code – MBADM- 207

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit-I

Disaster Preparedness: Concept and nature, prevention, Preparedness and mitigation of disaster.

Unit-II

Planning for Disaster Preparedness: For Community; for people with special needs, with respect to infrastructure, housing and live stock; with respect to contingency health care services, control of outbreak of communicable diseases.

Unit-III

Roles and responsibilities in Disaster Preparedness: Central, State, District and Local Administration; Armed Forces, Paramilitary Forces, National Service and Scouts; Non Governmental Organizations, community based organizations; International Agencies; Community; family and individuals; Media.

Unit-IV

Role of Technology in Disaster preparedness: Information technology; Geographical information system; communication technology; emerging technologies.

Unit-V

Disaster Mitigation: Principles, approaches, techniques; education and training; community participation, disaster mitigation strategies.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READINGS:

1. Living With Risk: A global Review of Disaster Reduction Initiatives 2004 Vision, United Nations, 2004.

2. Parasuraman S., India Disaster Report: Towards Policy Initiatives, Oxford University Press, 2004.
3. Arnold, Margaret and Kreimer, Alcira (eds), "Managing Disaster Risk in Emerging Economic", Disaster Risk Management Series No. 2, World Bank, Washington, D.C. 2000.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



**(Maximum Marks: 100)
MBA Disaster Management**

Subject Code – MBADM- 208

**Max. Marks (Ext. Exam): 100
Min. Pass Marks: 36**

STP

Seminar & Term Papers/Project Work

The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case completions group discussion, week and conferences and surveys, management games, role-plays, workshops presentation, extempore and prepared speeches, library assignments, company studies project assignment etc. The weight age of these items will be announced by the teachers concerned in consultation with the Professor & Head/ Dean, Deptt. The plan for the semester will be announced separately. The topics of the selected shall be from the entire subject that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the Scheme of examination and evaluation shall be notified by the Professor, Head/Dean, and DMS. The evaluation is to be made externally out of 100 marks. In addition to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classrooms sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants do at to new knowledge to which the students should acquaint themselves with Workshops, Group Discussion and Seminars are the additional sources of knowledge.

स्वामी विवेकानंद विश्वविद्यालय, सिरोंजा, सागर (म.प्र.)
**SWAMIVIVEKANANDUNIVERSITY,
SAGAR(M.P.)**

**As per model syllabus of U.G.C. New Delhi,
drafted by
Central Board of Studies and Approved by Higher
Education and the Governor of M.P.**



प्रबंधन संकाय

**Faculty of Management
M.B.A. Disaster Management
Semester Examination 2017-18**

**III & IV Semester
Syllabus & Prescribed Books**

कुलसचिव

स्वामी विवेकानंद विश्वविद्यालय, सिरोंजा, सागर (म.प्र.)



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)

MBA Disaster Management

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

GEOLOGY AND METEOROLOGY

Subject Code – MBADM-301

Max. Marks: 80

Min. Pass Marks: 29

COURSES CONTENT

Unit I

Geology – Introduction, sub-divisions and relations to other branches of science, Earth, Origin, age, major surface features, continents, ocean basins and their evaluation.

Unit II

Rock formation, types of rock, and Geological actions by rivers, winds and glaciers and their associated land forms.

Unit III

Types and distribution of Volcano's, causes of earth quacks, earth quack belt, zones of earthquakes, seismic wave study, earth internal constitution

Unit IV

Structural geology: Definition and scope of structural Geology: primary and secondary Structure; Concept of non-diastraphic and diastraphic structure; Concept of stress and strain; Mohr's stress circle; Diastraphic structure: planer and linear structure; Basic concept of lineation foliation fold faults and joints

Unit V

Meteorology: Definition, and Scope, Aims and Objectives of Meteorology. Primary Meteorological Parameters and their Measurement—Temperature, Wind Direction and Wind Speed. Secondary Meteorological Parameters and their Measurement—Humidity, Relative Humidity, Absolute Humidity, Pressure and Solar Radiation. Collection and Analysis of Wind Data, Wind Roses, Plotting of Wind Roses and Pollution Roses. Effects of Meteorological Parameters on Air Pollution.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

Suggested Readings:

1. Berry, B.J.L. and Chorley, P.J. Atmosphere weather and climate, routledge, London and new york, 1993
2. Critchfield, J.S. General climatology prentice Hall, India, 1993
3. Peterson, Introduction to meteorology McGraw Hill Book London, 1969
4. General Meteorology: H. R. Byers, Tata McGraw Hill Publications, New Delhi
5. General Meteorology: *H. R. Byers (Tata Mc Grew – Hill Publications, New Delhi)*
6. Meteorology: *Dr. S.R. Gadekar, Agromate Publishers, Nagpur 2000*
7. Environmental Analysis: M.M. Saxena, Agrobotanical Publisher, Bikaner 1994

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)

MBA Disaster Management

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

SOCIAL AND INDUSTRIAL PSYCHOLOGY

Subject Code – MBADM- 302

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Social and Industrial Psychology: Definition, Nature and Background.

Unit – II

Social Perception: Non-Verbal Communication, theories of Attribution, Impression formation and impression management.

Unit – III

Social Identity: Self Concept, Self-esteem, Self-efficacy, Self-monitoring and self-focusing; Social Influence: Conformity, Compliance and Obedience

Unit – IV

Interviews, Application Blanks and References: the interview, Application blanks and Biographical inventories, References and background investigations; Employment Testing: Testing abilities, testing personality, Testing skills and Achievements, Using and not using tests.

Unit – V

Safety Psychology: Safety management and safety psychology, Differential accident Liability.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READINGS:

1. Robert A. Baron and Donn Byrne, “**Social Psychology: Understanding Human Interactions**”, New Delhi, Prentice Hall of India, 7th Ed.
2. John B. Miner, “**Industrial - Organizational Psychology**”, Singapore, McGraw-Hill.

3. S.C. Tailor, L.A. Peplau and D.O. Sears, “**Social Psychology**”, New Jersey, Prentice Hall Inc., 7th Ed.,1995

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)

MBA Disaster Management

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

PROJECT MANAGEMENT

Subject Code – MBADM- 303

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Project Planning and Phases: Need and importance, phases of capital budgeting, project analysis facts, resource allocation framework (investment strategies, portfolio planning tools, and interface between strategic planning and capital budgeting), generation and screening of Project Ideas.

Unit – II

Project analysis: Market and Demand analysis, (Including demand forecasting) Technical Analysis and Financial Analysis (Cost of Project, working capital requirement & its financing).

Unit – III

Project Management and Control: Project Organizations, Planning and Control of project & human aspects of project management, Project control tools (Gantt Charts, Line off Balance)

Unit – IV

Network techniques for Project Management: Basic concepts of networks, line estimation And determination of critical path (for both PERT and CPM models), network cost systems and activity crashing.

Unit – V

Project Review: Need for reviews, initial review, performance evaluation, abandonment analysis, evaluating the capital budgeting systems.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READINGS:

1. Prasanna Chandra. “**Project Planning, Analysis, Selection, Implementation and Review**”, New Delhi, Tata McGraw Hill Publications, 2000.
2. P. Gopalkrishnan and E. Rama Moorthy. “**Text book of Project Management**”. New Delhi, McGraw Hill Publications, 2000.
3. Harold Kerzner, “**Project Management: A Systems Approach to Planning, Scheduling and Controlling**”, New Delhi, CBS Publications, 1994.
4. Rajive Anand, “**Project Profiles with Model Franchise Agency and Joint Venture Agreement**”, New Delhi, Bharat Publications

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)

MBA Disaster Management

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

INDUSTRIAL SAFETY AND HEALTH MANAGEMENT

Subject Code – MBADM- 304

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

UNIT I:

Safety & Health Management System Basic, Analyzing the SHMS, Cause Analysis Tools & Techniques

UNIT II:

Evaluating the SHMS, Evaluating the 58 elements, Hazard anticipation and Detection

UNIT III:

Public Health and its role in Disaster Management: Public health systems, Health Promotion and disaster prevention, Integrated approach; Areas of Public Health: Community and Family Health, Global Health, Environmental and Occupational Health, Epidemics.

UNIT IV:

Health Policy and Management: Public Health Practices, Public Health Emergencies in large populations.

UNIT V:

Health Management and Leadership: Study Peer Reviewed Competency for effective emergency response by health care personnel, Preparation and knowledge skills in new health threats like bio-defense and bio-terrorism, Training in leadership, learning to manage finances, insurance claims etc.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)

MBA Disaster Management

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

DISASTER MANAGEMENT LAWS, POLICIES & REGULATION

Subject Code – MBADM- 305

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Disaster Management Act 2005, Environmental protection act 1986, Hyogo Framework for Action 2005-2015, Biosafety Cartagena protocol, Kyoto protocol, Montreal protocol, Yokohama strategies, U.N.O's International decade for Natural Disaster Reduction

Unit – II

Disaster Management Policy: Concept, principles, constitutional elements, Disaster Management Policies of Different States (eg. MP, Gujrat, Orissa, Uttaranchal, Delhi etc.), Countries (Japan, South Asian Countries, USA etc.)

Unit – III

The Factories Act, 1948 and the Factories Rules: History of the Factories Act, Provisions under the Factories Act and Rules made there under with amendments, case laws under the Factories Act

Unit – IV

ILO Convent and Recommendation: Role of ILO, relevant conventions and recommendations in the furtherance of safety, health and welfare

Unit – V

Storage of Petroleum Products: Introduction of New License for Storage of solvent from district Administration, Safety in Construction Industries: introduction of ISO: 9000/14000/18000, OSHA, EMS (Environmental Management System).

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READINGS:

1. Factory Act 1948
2. Recommendation Hand Book of ILO

3. PetroleumAct1939.
4. Disaster Management Act-2005
5. National Policy on Disaster Management-2009
6. Hyogo Framework for Action 2005-15
7. International Humanitarian Law Hans Peter Gasser-1993
8. International Humanitarian Law, Larry May Bee, BenarjiiChakka

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/ Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

MBA Disaster Management

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

RISK ASSESSMENT AND VULNERABILITY ANALYSIS

Subject Code – MBADM- 306

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

UNIT-I

Introduction: Hazard, Risk and Vulnerability, Risk Concepts, Elements Of Risk, Perception of Risk, Acceptable risk, Requirements in Risk assessment

UNIT-II

Risk Assessment & Reduction: Risk Reduction- Mainstreaming “Risk”, Role of science and technology in Disaster Risk Reduction, Strategies of Risk reduction, International Mobilization of Risk reduction; Risk analysis techniques- Process of Risk assessment, Analytical systems for risk assessment, Natural hazard/ risk assessment, Understanding climate risk, Mapping of risk assessment, Decision making for risk reduction, Problems in risk assessment; Participatory risk assessment:- Rationale for people’s participation, Role of civil society organizations, Impact of Globalization, Activities and roles for the community action Risk reduction, Participatory risk assessment method

UNIT-III

Vulnerability analysis: Addressing Semantics, Approaches to vulnerability Analysis, Models of Vulnerability analysis, Quantification of vulnerability, Assessment of Risk Vulnerability and capacity analysis (VCA), Vulnerability of Himalayan Eco- system Hazard mapping using GIS, Use of remote sensing and GIS for risk assessment, multi hazard risk analysis using GIS

UNIT-IV

Vulnerability: Observation and perception of vulnerability- Vulnerability Identification, Vulnerability types and dimensions, Vulnerability- Social factors and economic factors; Vulnerability to shanty settlements- Vulnerability in the city, Risk in Urban areas, Issues in urban planning, Initiatives for risk reduction in India

UNIT-V

Strategic development for Vulnerability reduction: physical & social infrastructure for Vulnerability reduction, Interactive areas for Vulnerability reduction & Policy making, Hazard resistant designs and construction, System management Strategic planning for vulnerability reduction.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READINGS:

1. Disaster Administration and Management, Text & Case studies- SL Goel-Deep and Deep Publications
2. Disaster Management- G.K Ghosh-A.P.H. Publishing Corporation
3. Disaster management – S.K.Singh, S.C. Kundu, Shobha Singh A – 119, William Publications, New Delhi.
4. Disaster Management – Vinod K Sharma- NIDM, New Delhi

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)

MBA Disaster Management

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**ENVIRONMENTAL SUSTAINABILITY AND CLIMATE CHANGE
MITIGATION**

Subject Code – MBADM- 307

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

UNIT-I

Basic concept of environment and ecosystem, Global environmental issues, environmental sustainability, from unsustainable sustainable development. Path to sustainability, Global environmental summits. Objective and the components of environmental management. Management tools.

UNIT-II

Environmental impact assessment. The millennium ecosystem assessment. Brief introduction of HYOGO frame work Biosafety catengena protocol.

UNIT –III

Environmental risk, global climate changes: causes, impact, Ozone depletion and its consequences. Kyoto protocol and Montreal protocol.

UNIT-IV

Case studies of climate related disasters: Climate change mitigation CDM, carbon Trading

UNIT-V

Role and efforts of International Agencies in Strengthening nations for sustainable development special Reference to UNEP, WRI, WORLD BANK

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. Environmental Management, N.K. Liberoi, Excell Books
2. Environmental Science, G. Tylor Miller, Jr. Cengage Learning

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



MBA Disaster Management

(Maximum Marks: 100)

Subject Code – MBADM- 308

Max. Marks (Ext. Exam): 100

Min. Pass Marks: 36

STP

Seminar & Term Papers/Project Work

The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case completions group discussion, week and conferences and surveys, management games, role-plays, workshops presentation, extempore and prepared speeches, library assignments, company studies project assignment etc. The weight age of these items will be announced by the teachers concerned in Consultation with the Professor & Head/ Dean, Deptt. The plan forth semester will be announced separately. The topics of the selected shall be from the entire subject that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be notified by the Professor, Head/Dean, and DMS. The evaluation is to be made externally out of 100 marks. In additional to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classrooms sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants do at to new knowledge to which the students should acquaint themselves with Workshops, Group Discussion and Seminars are the additional sources of knowledge.



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)

MBA Disaster Management

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

ENTREPRENEURSHIP

Subject Code – MBADM- 401

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

UNIT I:

Entrepreneur: Concept, Nature, Definition Characteristics, Functions, Kinds, Role, difference between entrepreneur and Manager; **Entrepreneurship:** Concept, Nature, Definition Characteristics, Importance, Role of entrepreneurship in development of economy, ethical dimensions.

UNIT II:

Theories of Entrepreneurship: Innovative theory, Theory of social change, Theory of model personality, Theory of Social behavior; **Entrepreneurial environment:** Political, Economical, Technical, Social, Cultural, International

UNIT III:

Entrepreneurship Strategies & Policies: Need and types of business strategies, Concept of Entrepreneurial Strategies, Need for effective Entrepreneurial Policy

UNIT IV:

Project Identification and Formulation: Criteria for selecting a particular project, scanning of business environment and identifying projects, steps in project formulation and project evaluation (organizational aspects, commercial aspects and legal aspects); Preparation of Business Plan/Project Report: Significance contents, formulation planning commission guidelines for formulating the project report and common errors in project formulation.

UNIT V:

Institutional Finance to Entrepreneurs: Commercial banks, financing institutions (IDBI, IFCI, ICICI, IRBI, LIC UTI, SFC, SIDC, SIDBI and EXIM Bank); **Choice of Organization:** Sole Proprietorship, Partnership, Joint Stock Co., Co-operative

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

Suggested Readings:

1. David H. Holt Entrepreneurship: New Venture Creation, PHI
2. Mary Coulter Entrepreneurship in Action, PHI
3. B.K. Mohanty Fundamentals of Entrepreneurship, PHI

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/ Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)

MBA Disaster Management

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Subject Code – MBADM- 402

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Logistics and Competitive Strategy **Competitive Strategy:** Introduction gaining competitive advantage through logistics, mission of logistics, changing logistics environment. **The Customer Service Dimension Marketing and logistics interface:** What are customer service, marketing and logistics interface, Service driven logistics system, setting service priorities, setting service standard

Unit – II

Measuring Logistics Cost and Performance: The marketing logistics interface: principles of logistics costing customer profitability analysis, market and the logistics interface; **Strategic Lead – time management:** JTT & Quick response logistics just in time quick response logistics, logistics information system, logistics as the vehicle of change, process integration and ECR.

Unit – III

Introduction to Supply Chain Management: Concept, Scope, Objectives and importance of supply chain. Supply chain components, drivers of supply chain management achieving strategic. **Planning Demand and Supply Chain:** Role of forecasting in supply chain forecasting methods, Aggregate Training and supply chain. Marketing supply and Demand. Models for supply chain Decision Making.

Unit – IV

Managing Inventory: Role of cycle inventory estimating cycle inventory EOQ Role of safety inventory, determining level of safety inventory estimating and managing safety inventory; **Transportation and facility decisions** – Factors Affecting Transportation and Network Design Decisions, Modes of transportation. Routing and scheduling in transportation Models for facility Location and capacity allocation.

Unit – V

A Framework for Strategic Alliances: Third Party logistics; Retailer supplies partnerships. Types and key issues distribution integration types and key issues; procurement and outsourcing strategies; **IT Technology and E-Business in Supply Chain Management:** Role of It in supply chain importance and use of information in supply chain infrastructure

and interface devices. **Customer Focus in Supply Chain Management:** Customer Service through effective and responsive supply chain supply chain for customer satisfaction enhancing customer relationship through supply chain management.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

Suggested Readings:

1. "Supply Chain Management" Sunil Chopra and Peter Meindl Pearson Education Delhi.
2. "Designing and Managing the Supply chain" David Simehi Levi, Philip Kaminsky and Edith Simehi- Levi. Tata McGraw Hill.
3. "Business Logistics/Supply Chain Management". Ronald H. Ballou, Pearson Education. Delhi. B.S. Sahay Supply Chains Management New Delhi Wheeler.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/ Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)

MBA Disaster Management

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

PUBLIC ADMINISTRATION AND RELATIONSHIP MANAGEMENT

Subject Code – MBADM- 403

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Introduction: Meaning, Scope and significance. Evolution and status of the discipline Comparative Public Administration and Development Administration Public and Private Administration. State versus market debate. New Public Administration. New Public Management perspective. ; **Theories of Administration:** Scientific Management (Taylor and the Scientific Management Movement), classical theory (Fayol, Urwick, Gulick and others) Bureaucratic Theory (Weber and his critics). Ideas of Mary Parker Follett and C.I. Barnard; Human Relations School (Elton Mayo and others). Behavioral Approach, Systems approach; **Accountability and Control:** The concepts of Accountability and control Legislative. Executive and judicial control. Citizen and Administration. Role of civil society, people's participation and Right to Information.

Unit –II

Plans and Priorities : Machinery of planning; Role, composition and functions of the Planning Commission and the National Development Council; Indicative planning; Process of plan formulation at Union and state levels; Constitutional Managements (1992) and decentralized planning for economic development and social justice.

Unit –III

Union Government and Administration: Executive, Parliament. Judiciary structure, functions. Work processes; recent trends; Intra governmental relations; Cabinet Secretariat, Prime Minister's Office, Central Secretariat, Ministries and Departments, Boards, Commissions: Attached offices; Field organizations.

Unit – IV

State Government and Administration: Union-State administrative, legislative and financial relations. Role of the Finance commission; Governor; Chief Minister; Council of Ministers; Chief Secretary; State Secretariat; Directorates; **District Administration since Independence:** Changing role of the collector; Union-state-local relations; Imperatives of development management and law and order administration. District administration and democratic decentralization; **Rural Development:** Institutions and agencies since independence; Rural development programmes foci and strategies; Decentralization and panchayati Raj: 73 constitutional amendment.

Unit – V

Urban Local agencies: Municipal governance main features, structures, finance and problem areas: 74th Constitutional Amendment; Global-local debate: New localism Development dynamics, politics and administration with special reference to city management; **Law and Order Administration set up :** British legacy; National Police Commission Investigative agencies; Role of central and state agencies including paramilitary forces in maintenance of law and order and countering insurgency and terrorism; Criminalization of politics and administration; Police-public relations: Reforms in Police.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. Public Administration – Sharma & Sadana.
2. Public Administration – Awasthi & Maheshwari
3. Public Administration – Awasthi & Awasthi
4. Indian Administration – Goyal
5. Administrative Thinkers – Prashad & Prashad.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/ Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)

MBA Disaster Management

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

STRATEGIC DISASTER MANAGEMENT

Subject Code – MBADM- 404

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit –I

Meaning, Need and Process of Strategic Management:

Business Policy, Corporate Planning and Strategic Management: Single and Multiple SBU organizations: Strategic Decision Making Processes Rational Analytical Intuitive-Emotional. Political Behavioral, Universality of strategic Management, Strategists at corporate level and at SBU level; Interpersonal informational and decision roles of a manager.

Unit –II

Mission, Business Definition and Objective: Need, Formulation and changes in these three; hierarchy of objectives, specificity of Mission and objectives; **SWOT Analysis** : General Industry and International Environmental Factors; Analysis of Environment, Diagnosis of Environment – factors influencing it environmental threat and opportunity profile (ETOP), internal strengths and weaknesses factors affecting these; Techniques of internal analysis Diagnosis of strengths and weaknesses; strategic advantage profile (SAP).

Unit –III

Strategy Alternatives: Grand Strategies and their sub strategies; stability, expansion, retrenchment and combination, internal and external alternatives; related and unrelated alternatives. Horizontal and Vertical Alternatives. Active and passive alternatives, international strategy variations;

Unit –IV

Strategy Choice Making : Narrowing the choice Managerial choice factors choice process strategic gap analysis ETOP-SAP matching BCG product portfolio matrix GE nine cell planning grid, contingency strategies prescription for choice of business; **Strategy Implementation:** Implementation process; resource allocation; organizational implementation plan and policy implementation; Leadership Implementation; implementing strategy in International setting.

Unit–V

Strategy Evaluations and Control: Control and Evaluation process Motivation to evaluate: Criteria for evaluation measuring and feedback evaluation and corrective Action.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. Lawrence R Jauch and William F. Glueck, "**Business Policy and Strategic Management**" McGraw Hill Book Co. New York.

2. Glen Boseman and Arvind Phatak, "**Strategic Management: Text and Cases**" John Wiley and Sons, Singapore.

3. Daniel J. Mearthy, Robert J. Minichiello, and Joseph R. Curran "**Business Policy and Strategy**" Richard D. Irwin, AITBS, New Delhi.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/ Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

MBA Disaster Management

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

CRISES MANAGEMENT

Subject Code – MBADM- 405

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Disasters Issues and Crisis Management, Definitions and Overview of risks and dangers, Impact of globalization on crisis and mass disasters.

Unit – II

Identifying Potential Crisis Situations, Discussion on selected case studies to analyze the potential impact of disasters, preparation of a foundation of a sound crisis management plan.

Unit – III

Crisis Management Preparedness, Preparing the plan, Training and Testing, Crisis communication, Stress management, and Crisis operation guidelines.

Unit – IV

The Disaster Recovery Planning, Emergency management teams, National and International disaster recovery policies,

Unit – V

Managing the economy and essential services in emergencies, Managing the media and popular conscience.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READINGS:

1. Mutchopadhyaya, A.K., 2005, Crisis and disaster management: turbulence and aftermath, Newage International Publications, New Delhi.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/ Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)

MBA Disaster Management

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

DEVELOPMENT AND REHABILITATION MANAGEMENT

Subject Code – MBADM- 406

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Technology Management: Understanding Technology and its Relationship with Wealth of Nations and firms specific knowledge; Technology life cycles, Technology Acquisition and Absorption; Technology Exports/Joint venture abroad. Technological Forecasting and prospective planning in business enterprises. Global Trends in Technology Mgt.

Unit – II

Change Management: Understanding the nature, importance forces types of change; Diagnosing Organizational Capability to change strategy structure system and people Personal imperatives for change, building culture for change imperatives of new technologies managing transformations.

Unit – III

Innovation Management: Inventions Vs innovation: Innovation strategies Models concurrent engineering; process innovation, innovation management.

Unit – IV

Creative and lateral Thinking Management: Creative Thinking, problems solving Managing Lateral thinking.

Unit – V

Principles and case studies of Rehabilitation Management: case studies of any 2 disaster issues (one in India and another in abroad)

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READINGS:

1. Azad. R.R. (2000). Technology Transfer and joint ventures. Abroad. Deep and Deep publication India.
2. Tushman. M.I. and Lawrence P.R. (1997) Managing strategic innovation and change for.
3. Jones T. (2003) Innovating at the Edge: How organization Evolve and embed innovation

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/ Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekananda University, Sagar(M.P.)



(Maximum Marks: Each Paper – 100)

MBA Disaster Management

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

DISASTER MANAGEMENT POLICY AND RESPONSE

Subject Code – MBADM- 407

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit-I

Disaster management policy: Concept and significance of disaster management policy. Policy, option approaches in disaster management; Components -Essential components, formation execution of disaster management policy.

Unit-II

Case Studies -Disaster Management policy in India, Bangladesh and Japan.

Unit-III

Response essential component-Disaster response plan, communication participation and activation of emergency preparedness plan, need and damage assessment.

Unit-IV

Stakeholder's coordination in disaster response-Disaster response: Role of central, State, Local administration, Role of armed forces, Police and organization, Role of Multiple stakeholders.

Unit-V

Managing Human Behavior and Response -Psychological response, Trauma and stress management rumor and panic management; Relief Measures -Minimum standard of relief, managing relief, funding, relief, recovery.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. H.P. Gupta, Disaster Management, University Press, 2003

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/ Test	10
Assignment	05
Punctuality & Sincerity	05



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(Maximum Marks– 100)

MBA Disaster Management

Subject Code – MBADM- 408

Max. Marks (Ext. Exam): 100

Min. Pass Marks: 36

FIELD REPORT

Objective: To extend practical understanding and functioning of Institutions involved in all areas of Disaster Management for one week.

Examination: An external viva- voce of the Field Report.

Course Content:

Students have to prepare a report of visits to Industries, NGOs, Govt. Departments, others agencies etc. that are involved in the area of Disaster Management, Rehabilitation, Community Awareness and related fields, etc.