



ख़्वाजा मुईनुद्दीन चिश्ती भाषा विश्वविद्यालय, लखनऊ, उत्तर प्रदेश (भारत)
Khwaja Moinuddin Chishti Language University, Lucknow, U.P. (India)

U.P. STATE GOVERNMENT UNIVERSITY,
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MBASEMESTER IV



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MBA: SEMESTER IV
PAPERCC 401: PROJECT REPORT/ BUSINESS PLAN

Total Credit: 4
4 Lectures per Week
Total: 60 Lectures

Maximum Marks: 100

In fourth semester, the candidates will have to submit a Research Project Report on a problem/topic (from the specialization areas) to be assigned by the department MBA under the supervision of a core faculty member of the department. The Research Project Report will carry 100 marks. The evaluation of the project report will be done by two examiners (external & internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. The report will contain the objectives and scope of the study. Research Methodology, use, importance of the study, analysis of data collected, conclusions and recommendations. It will contain relevant charts, diagrams and bibliography.

The student shall prepare the Research Project Report as per the format given in the Research Project Report Manual as prescribed by the University.



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MBA: SEMESTER IV
PAPERCC 402: COMPREHENSIVE VIVA-VOCE

Total Credit: 4
Maximum Marks: 100



MBA: SEMESTER IV
PAPEREC 403: SUPPLY CHAIN MANAGEMENT

Total Credit: 4
4 Lectures per Week
Total: 60 Lectures

Duration: 3 hrs. Maximum Marks: 100 (70+30)

Objectives: This course focuses on management and improvement of supply chain processes and performance. The course focuses on important supply chain decisions, and basic tools for effective and efficient supply chain management, production planning and inventory control, order fulfillment and supply chain coordination.

Unit I (15 Lectures)

Understanding the Supply Chain: What Is a Supply Chain, Decision Phases in a Supply Chain, Process View of a Supply Chain, The Importance of Supply Chain Flows, Examples of Supply Chains. Supply Chain Performances: Competitive and Supply Chain Strategies, Achieving Strategic Fit. Supply Chain Drivers and Obstacles: Drivers of Supply Chain Performance, A Framework for Structuring Drivers, Facilities, Inventory, Transportation, Information, Obstacles to Achieving Strategic Fit .

Unit II (15 Lectures)

Designing the Distribution Network in a Supply Chain: The Role of Distribution in the Supply Chain, Factors Influencing Distribution Network Design, Design Options for a Distribution Network, The Value of Distributors in the Supply Chain, Distribution Networks in Practice
Network Design in the Supply Chain: The Role of Network Design in the Supply Chain, Factors Influencing Network Design Decisions, A Framework for Network Design Decisions, Models for Facility Location and Capacity Allocation, Making Network Design Decisions in Practice

Unit III (15 Lectures)

Demand Forecasting in a Supply Chain: The Role of Forecasting in a Supply Chain, Characteristics of Forecasts, Components of a Forecast and Forecasting Methods, Basic Approach to Demand Forecasting, Time Series Forecasting Methods, Forecasting in Practice
Transportation in the Supply Chain: The Role of Transportation in the Supply Chain, Factors Affecting Transportation Decisions, Modes of Transportation and Their Performance Characteristics, Design Options for a Transportation Network, Trade-offs in Transportation Design, Tailored Transportation, Routing and Scheduling in Transportation, Making Transportation Decisions in Practice

Unit IV (15 Lectures)

Information Technology and the Supply Chain: The Role of IT in the Supply Chain, The Supply Chain IT Framework, Customer Relationship Management, Internal Supply Chain

Management, Supplier Relationship Management, The Transaction Management Foundation,
The Future of IT in the Supply Chain, Supply Chain IT in Practice
E-Business and the Supply Chain: The Role of E-Business in Supply Chains, The E-Business
Framework, The B2B Addition to the E-Business Framework, E-Business in Practice

Suggested Readings:

Supply Chain Management: Strategy, Planning and Operation, Sunil Chopra, Peter Meindl,
Pearson Education



PAPEREC 405: RETAIL MANAGEMENT

Total Credit: 4
4 Lectures per Week
Total: 60 Lectures

Duration: 3 hrs.

Maximum Marks: 100 (70+30)

Objective: The primary objective of the course is to focus on manufacturers' perspective on retailers and understanding of the retail businesses.

Unit I

(15 Lectures)

Retailing and Retailers, Key Features of Retailing, Place of Retailing in Marketing Mix, Role of a Retailer - Value Addition by Retailing, Economic and Social Importance of Retailing, Retailing in India. Classifying Retail Firms: On the basis of Ownership, Merchandise Offering and Service & Price Orientation.

Unit II

(15 Lectures)

Store Based Retail Formats: Mon and Pop Stores, Convenience Store, Super Markets, Departmental Store, Discount Stores, Specialty Stores, Hypermarket, Warehouse Clubs. On-store Retailing: In Home Retailing, Catalogue Retailing, Telephone Retailing, Direct Response Retailing. Wholesalers-Sponsored Voluntary Chain, Retailers-Sponsored Cooperative Chain, Manufacturers - Sponsored Franchising System.

Unit III

(15 Lectures)

International Expansion- Growth Strategy, Understanding the Retail Customer, Retail Market Selection, Retail Location, Merchandise Planning and Management, Merchandise Procurement, Retail Pricing, Retail Promotion, Store Size, Store Design, Store Layout, In Store Promotion, Credit and Collections.

Unit IV

(15 Lectures)

Retail Marketing Communication, Servicing the Retail Customer, Supply Chain Management. Growth of Shopping Malls, Factory Outlet, Discount and Discount Malls, Power Retailer, Increasing Power Of Retailer Brand V/S Manufacturer Brand, Green Retailing, e-Tailing, Ethical and Legal Issues in Retailing.

Suggested Readings

1. David Gilbert, Retail Marketing Management, Edition II, Pearson India
2. Robert f. Lusch, Patrick Dunne, Myron Gable, Retail Management, South western Pub. Co. Ohio
3. Pradhan Swapna, Retailing Management Text & Cases, 2000, TMH Publications, New Delhi
4. Witz, Levy. Retail Management, Edition III, Pearson Publication



PAPEREC 406: SERVICES MARKETING

Total Credit: 4
4 Lectures per Week
Total: 60 Lectures

Duration: 3 hrs. **Maximum Marks: 100 (70+30)**

Objective: The objective of this course is to equip students with the knowledge of marketing of all types of services, develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services.

Unit I **(15 Lectures)**

Introduction: Difference between Product and Services Marketing, Characteristics of Services Classification of Services, Paradigms in Services Marketing, Importance of Customer Relationship Management: Specific for Service Industry. Service Marketing System: Service Quality, Understanding Customer Expectations and Zone of Tolerance, Segmentation and Zone of Tolerance, Targeting and Positioning of Services

Unit II **(15 Lectures)**

Services Marketing Mix: Augmented Marketing Mix, Developing the Service Product/ Intangible Product, Service Product Planning, Service Pricing Strategy, Services Promotions, Places in Services. Physical Evidence: Role of Communication in Service Marketing, People and Internal Communication, Process of Operations and Delivery of Services, Role of Technology in Services Marketing.

Unit III **(15 Lectures)**

Marketing of Financial Services: Deciding the Service Quality, Understanding the Customer Expectations, Segmenting, Targeting and Positioning of Financial Services, Devising Financial Services, Marketing Mix Strategies with Banking, Marketing of Telecom/ Insurance Services.

Unit IV **(15 Lectures)**

Services in Global Perspective: International Marketing of Services Recent Trends, Principal Driving Force in Global Marketing of Services, Key Decisions in Global Marketing, Services Strategy and Organizing for Global Marketing.

Suggested Readings

1. Baron S and Harrisk - Services Marketing: Text and Cases (Palgrave, 2nd Ed.)
2. Love lock Christopher - Services Marketing: People, Technology and Strategy (Pearson Education, 5th Ed.)
3. Zeithaml - Services Marketing (Tata McGraw Hill, 3rd Ed.)
4. Woodruff Helen - Service Marketing (Macmillian, 1st Ed.)
5. Payne Adrian - The Essence of Service Marketing (Prentice Hall of India)
6. Rama Mohana Rao - Services Marketing. (Person Education, 1st Ed.)
7. GovindApte - Services Marketing (Oxford University Press)



PAPEREC 408: FINANCIAL MARKETS AND SERVICES

Total Credit: 4
4 Lectures per Week
Total: 60 Lectures

Duration: 3 hrs. Maximum Marks: 100 (70+30)

Objectives: The main objective of this course is to help students to learn the various financial services and their role in the overall financial system.

Unit I (15 Lectures)

Indian financial system: Structure, Objective, Significance, Financial Market as a part of Financial System. Its various components e.g. Call Money, treasury bill, commercial bill, commercial paper, financial guarantee, discount market etc. present position of Indian Money Market.

Unit II (15 Lectures)

Concept, characteristics and functions. The primary (New Issue market) and the secondary market. Instruments of Capital Market, Capital market institutions The stock exchange, its organisation, functions and control, capital market in India, SEBI, OTCEI and N.S.E&B.S.E.

Unit III (15 Lectures)

Investment institutions like LIC, GIC, Mutual Funds and other non-banking financial intermediaries - their objectives, functions, organization and present position, international financial institutions.

Unit IV (15 Lectures)

Leasing concept - types, legal tax and accounting aspects. Financial evaluation of lease structuring, Qualitative factors in lease decisions. Lease agreements, import and cross border leasing. Hire Purchase agreement Types, difference between hire purchase and lease. Flat and effective rates of interest.

Recommended book(s):

1. Financial Markets and Institutions, by Bhole, M.K.,
2. Indian Financial Systems, by Khan, M.Y.,
3. Management of Indian Financial Institutions, by Srivastava, R.M.,
4. Corporation Finance, by Kuchal, S.C.,
5. Industrial Finance, by Khan, M.Y.,
6. Development Banking, by Desai, V.,
7. The Industrial Economy of India, by Kuchhal, S.C.,
8. P. Chandra, Financial Management
9. J. Vanhorne, Financial Management & Policy



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PAPEREC 409: GOODS & SERVICES TAX (GST)

Total Credit: 4
4 Lectures per Week
Total: 60 Lectures

Duration: 3 hrs. Maximum Marks: 100 (70+30)

Objectives: To provide the students with a working knowledge of principles and provisions of GST and to make them understand the relevance of GST in the present Indian tax scenario and its contribution to the economic development.

Unit I: (15 Lectures)

Background, History, Constitutional provision for Indian tax system, Direct Taxes, Indirect Taxes, Concept of GST, Need of GST in India, Framework of GST as introduced in India, Benefits of GST.

Unit II: (15 Lectures)

Supply under GST- Introduction, concept of supply, composite & mixed supplies. Charge of GST- Introduction, Extent & commencement of CGST Act/SGST Act/IGST Act, Levy & collection of CGST, Composition Levy, Extent & Commencement. Exemptions from GST- Introduction, Power of Grant Exemption from Tax, Goods exempt from Tax, List of Services exempt from Tax.

Unit III: (15 Lectures)

Time of Supply- Introduction, Time of supply of goods, Time of Supply of services. Value of Supply- Introduction, Definitions, Value of Supply (Section 15). Input Tax Credit- Introduction, Eligibility & Conditions for taking input tax credit, Appointment of Credit & Blocked Credits, Credit in Special Circumstances.

Unit IV: (15 Lectures)

Registration, Tax Invoice, Credit & Debit Notes, Payment of Tax, Returns, Assessment, Audit, Demand, Recovery, Refund, Offences, Penalties, GST Compensation.

Suggested Readings

1. Indirect Taxes- Laws and Practice: V.S.Datey
2. Uttar Pradesh GST Manuals
3. GST Ready Reckoner
4. Bare Acts of Customs, Custom Tariff Acts, GST
5. Public Finance- B.P.Tyagi
6. Public Finance- Prof. H. Dalton
7. GST Bill/Act-2016
8. GST Law and Practice- SS Gupta
9. GST Manuals- Taxmann Publication.
10. Indian GST for Beginners- jayramHireganga and Deepak Rao.
11. CA Practical Manuals.



MBAEL 409 Employee Relations and Labour Laws

Total Credit: 4
Duration: 3 hrs.
Maximum Marks: 100
(70+30)
4 Lectures per Week
Total: 60 Lectures

Course Objective:

1. To Provide conceptual framework of Industrial Relation.
2. To make students aware with the Indian Labour legislation.
3. To make students aware with the basic requirements and mandate of labour legislations.
4. To help the students to understand the existing framework of Industrial Relation and Labour legislation.

Unit I: (9 Lectures)

Employee Relations Management (ERM) & Industrial Relation: Introduction and Importance Of Employee Relations Management, Employee Relations Management Tool, Aspects of Industrial Relations, Emerging challenges of IR in India, Linking Industrial Relations with Economic Growth of a country, Trade Unionism: Development of Trade Unionism, Functions, Type and Structure, Problems & Suggestive Remedial Measures of Trade Unions, The Trade Unions Act 1926: Objective, Recognition and Registration, Industrial Democracy & Participative Management. Case Studies.

Unit II: (10 Lectures)

Collective Bargaining: Significance, Types & Procedure of Collective Bargaining Discipline: The Industrial Employment (Standing Orders) Act 1961, Misconduct, Disciplinary Action, Types of Punishments, Code of Discipline, Domestic Enquiry, Grievance Handling in IR: Grievance Settlement Procedure, Industrial Disputes, Preventive & Settlement Machinery in India. Employee Participation and Empowerment: Objectives, Employee Participation, Advantages of Employee Participation, Employee Participation in India, Methods of Participation, Employee Empowerment. Case Studies.

Unit III: (13 Lectures)

The Factories Act 1948, The Payment of Wages Act 1923, The Workmen's Compensation Act 1972, The Industrial Disputes Act 1947. The ESI Act 1948.

Unit IV: (13 Lectures)

The Payment of Minimum Wages Act 1936, and its Latest Amendment. The Payment of Bonus Act 1965, The Payment of Gratuity Act 1972, The Maternity Benefit Act 1961, Employee's Provident Fund & Miscellaneous Provisions Act 1952 .



MBAEL 411 Team Work and Leadership

Total Credit: 4
Duration: 3 hrs.
Maximum Marks: 100
(70+30)
4 Lectures per Week
Total: 60 Lectures

Course Objectives:

It aims to develop an awareness of the knowledge, skills, and attributes necessary for an Effective leader. It also focuses on the importance of teamwork to better leverage on the diverse Competencies of people in teams.

Unit I: (9 Lectures)

Teams: Developing Effective Teams, Self-Managed Teams Model, Guidelines for Creating Teams, Influences on Team Effectiveness, Teamwork Skills in the Workplace, Characteristics Of Effective Teams, Inclusive Teams: Division of Labour, Respect and Unity, Building High Performance Teams, Reasons for Team Failure, Effective Team Performance. Managing Virtual Teams, Virtual Team Technology:

Online Collaborating Tools and Communication Technology, Global Corporate Virtual Teams.

Unit II: (10 Lectures)

Collaboration in the Workplace, Building a Collaborative Team Environment, Team Members Roles for Effective Group Collaboration, Communicating in Team Based Organizations, Listening Effectively in Groups,

Meetings: types, purposes and importance of meetings. Procedure for convening a meeting, arranging for a meeting, role of Chairman and participating members, Agenda for meeting and minutes.

Stages in formation of groups, Becoming a Cohesive Group, Group think, Techniques for Group Decision Making, Robot and Human Teamwork-Issues and Challenges.

Unit III: (15 Lectures)

Concept of Leadership, Characteristics of the Leader, Importance of Context for Leadership, Leader vs. Manager, Myths about Leadership, Managing Relations, Leadership and Emotions, Leadership and Ethics, Culture and Leader Effectiveness (Approaches to Leadership: Trait Approach, Behavioural Theories, Ohio State Leadership Studies, Michigan Studies, Group Dynamics Studies, The Leadership Grid, Contingency Theories- Fiedler's Contingency Model, House Mitchell Path Goal Theory, Contemporary issues in Leadership,

Charismatic Leadership, Transformational Leadership, transactional Leadership,

Unit IV: (11 Lectures)

Influence Tactics for Leaders, Influential Process and Managerial Effectiveness, Impression Management, Defensive Behaviour, Leadership in Teams and Self-Managed Group, Leading Meetings, Developing Leadership Skills: Leadership Development Strategy, Lean Leadership: Concept, Principles, Lean Leadership at Different Organization Levels, and Methods for Continuous Improvement.