

Shri G. S. Institute of Technology & Science

Department of Management Studies

Session 2021-22

Lesson Plans

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Jan-June

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July-Dec

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MBA Sem I
Jan-June

SGSITS, Department of Management Studies

PM-4005: Project Management

Unit No.	No. of Lectures	Intended Coverage of Syllabus
1. Project Planning	2 hrs.	Characteristics, Need, Objectives and Project Life Cycle.
	2 hrs.	Types of Projects, Project selection tools,
	2 hrs.	Market Potential Analysis, and portfolio planning tools (BCG, SPACE and their interface).
	2 hrs.	Types of Project Organizations and Human Aspects of Project Management, Traits of project manager
2. Technical and Financial Feasibility	2 hrs.	Technical Analysis (technology selection, capacity selection)
	2 hrs.	Cost of Project, and financing, Project Cash Flows (including projects and owner's perspective),
	2 hrs.	Optimum capital structuring of a project for a given risk, Project Appraisal Criteria.
3. Risk Analysis and SCBA:	2 hrs.	Analysis of Risk.
	2 hrs.	Risk Adjusted Capital Budgeting, Sensitivity Analysis, Scenario Analysis,
	2 hrs.	Hiller Model, Optimum DSCR and BEP, Social Cost Benefit Analysis.
4. Project Networks	3 hrs.	Basic Concepts of Networks, Construction of network on AOA and AON.
	6 hrs.	Line Estimation and Determination of Critical Path (for both PERT and CPM Models),
	1 hrs.	Slacks, Floats, and applications
5. Cost Time Relationship and Project Monitoring	3 hrs.	Crashing and Reverse Crashing with their significance. Resource levelling,
	4 hrs.	Earned Value Approach.
	2 hrs.	Performance Evaluation, Abandonment Analysis,
	1 hrs.	Project Audit
Total	40 Hrs.	



Shri G.S. Institute of Technology and Science, Indore
Department of Management Studies
MBA IV SEM
MB 4106: International Marketing

Unit No.	No. of Lectures (40)	Intended Coverage of Syllabus
1. International Marketing:	2	Basis of International Trade
	2	Theories of International Trade Absolute Advantage
	2	Comparative Advantage and Factor Endowment Theory)
	2	Difference between Domestic, International, Multinational, Global Markets, EPRG Frame Work.
2. Scanning of International Environment:	2	Social, Political, Legal, Economic, Factors Affecting International Trade:
	2	Methods of Entry,.
	2	Types of Regional Agreements,
	2	Role of IMF and WTO in International Trade
3. Export Documentation and Procedures and Institutional Support for Export Promotion in India. Product:	2	Identifying New Products, International Product Planning,
	2	Product Design Strategy, Product Elimination,
	2	Adoption and Diffusion of New Products,
	2	Branding Strategies.
4. Pricing Strategies:	2	Factors Affecting International Prices, Methods of Pricing,
	2	Pricing an International Product, Transfer Pricing,
	2	Exchange Rates and its Impact on Pricing, High Sea Pricing. Distribution System for International Markets: Direct and Indirect Channels,
	2	Factors Affecting International Channel, International Channel Management, Wholesaling and Retailing.
	2	Perspectives of International Advertising, Standardization v/s Localization,
5. Promoting Products / Services in Overseas Markets:	2	Global Media Decisions
	2	Global Advertising Regulations, Industry Self-Regulation.
	2	Global Advertising Regulations, Industry Self-Regulation.
	2	Cases and Discussions

TOTAL 40



Shri G.S. Institute of Technology and Science, Indore
Department of Management Studies
MBA IV SEM
MB 4108: CONSUMER BEHAVIOUR

Unit No.	No. of Lectures (40)	Intended Coverage of Syllabus
1. Introduction to the Study of Consumer Behavior:	2	Nature of consumer behaviour, Scope and Application of consumer behaviour.
	2	Environmental Influences and impact on Consumer Behavior: Cultural, Social,
	2	Personal, Family and Situational Influence on consumer behaviour,
	2	application of consumer behaviour,
2. Opinion Leadership and Life Style Marketing:	2	Characteristic of Culture, Cross Cultural Understanding,
	2	Nature of Social Class and Consumer Behaviour, Nature, Significance and marketing Implications of Personal Influence,
	2	Significance of Family in Consumer Behaviour and Family Life Cycle
	2	Opinion Leadership Forms.
3. Consumer as an Individual:	2	Involvement and Motivation, Knowledge, Attitude, Values, Personality, Learning and Life Style,
	2	Nature & role of Motive, Classifying Motive, Characteristics, Functions & Sources of Attitudes,
	2	Attitude Theory & Model, Characteristics and Classification of Learning,
	2	Personality Theory and Application, Psychographics
4. Consumer Decision Processes:	2	a. Pre-purchase Process: Information Processing
	2	b. Purchase Processes: Consumer Decision Rules.
	2	c. Post Purchase Processes: Framework, Dissonance Satisfaction / Dissatisfaction.
	2	d. Consumer Behaviour Models: a. Nicosia Model. b. Howard Sheth Model. c. Engel-Blackwell and Miniard Model, d. Sheth Family Decision Making Model.
5. CRM:	2	CRM and Consumer Behavior, Consumer Roles, Market Values and CRM. Case study related to consumer behavior.
	2	Consumer Research, Various methods and techniques of consumer research,
	2	reliability and validity, generalization
	2	New Developments in the field of Consumer Research
TOTAL	40	

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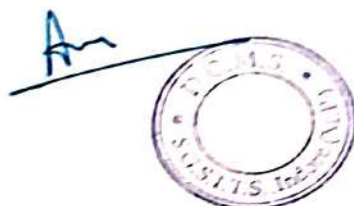
Lesson Plan

Session	2024-25	
Name of Faculty	Dr. Anish Mahajan	
Subject Code	MBA 6315	
Subject Name	CORPORATE STRUCTURE FINANCING	
	Topic	No. of Lectures
1. Financial Statement Analysis:	- Balance sheet, income statement,	1
	- statement of changes,	2
	- ratio analysis,	3
	- Leverages,	2
	- cost volume profit analysis,	2
2. Valuation Concepts and Investment:	- Risk return analysis (capital assets pricing model),	1
	- capital budgeting,	3
	- capital rationing decisions,	1
	- cost of capital,	3
	- valuation of funds,	2
	- capital structure theories, strategies and dividend policies,	2
		3
3. Working Capital Decisions and Long Term Financing Decisions:	- Working capital determination and approaches	2
	- Credit Policy Decisions,	2
	- Valuation of shares, debentures, warrants, rights,	2
	- lease and hire purchase decisions, leverage buy outs, securitization	2
	- initial public offer,	1
4. Corporate Restructuring Strategies:	- Mergers, acquisitions and amalgamations,	1
	- takeovers and reverse merger strategies,	1
	- Valuation of Mergers,	2
	- Motives and benefits of mergers	1
	5. Cases and their studies	3
	TOTAL	40

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Lesson plan 2021-22	
2021-22	
Dr. Ashish Mahajan	
FINANCIAL MARKETS AND SERVICES MBA 4307	
Topics	No. of lectures
Introduction:	
- Indian and global financial system and integration of both. Components of financial system and services, Regulatory Bodies like SEBI, RBI,	2
- Recent trends in financial services,	1
- Digital and virtual money.	1
Capital Market:	
- intermediaries in capital market,	2
- primary & secondary market,	5
- types of issues in primary market, IPO eligibility norms,	2
- Operations in Capital Market, BSE, NSE, Commodities Market,	2
- short selling.	1
Money market:-	
- Introduction to money market, money market players,	2
- money market instruments: call money market, T- Bills, commercial papers and certificates of deposits, government (gilt- edged) securities.	5
- Introduction and types of factoring, functions of a factor, advantage and limitations of factoring, factoring services in India.	2
Alternative Investment Funds and Mutual Funds:	
- Alternative Investment Funds: introduction, investment process, venture financing,	2
- private equity concepts,	1
- Mutual funds,	2
- type of funds, participants, benefits and limitations,	1
- NAV, types of fees, Credit rating agencies.	2
Leasing and Hire Purchase	
- concepts of leasing, types of leasing - financial & operating lease,	3
- direct lease and sales & lease back, single investor lease and leveraged lease, domestic lease and international lease,	2
- hire purchase system, advantages and limitations of leasing and hire purchase.	2
TOTAL	40



SGSITS, Department of Management Studies
 4th Year (IV Sem) MBA 4514: COMPENSATION AND REWARD MANAGEMENT
 Lecture Plan

Unit No.	Nr. of Lectures	Intended Coverage of Syllabus
1 Wage and Salary Administration	1	Definitions & Goals of Wage and Salary Administration
	1	Factors influencing Wage and Salary Administration
	1	Process of Wage and Salary Administration
	1	Wage and Salary Surveys (Methods, Advantages)
	1	Time and Piece Rate
	1	Merit pay Vs. Skill based pay
	1	Factors affecting wage
	1	Case studies
2 Incentive Plans and Employee Benefits	1	Individual and Group incentive plans
	1	Productivity Gain sharing plans, Profit Sharing Plans
	2	Financial & Non Financial Incentives
	1	Cost-to-Company (CTC)
	1	Supplemental Pay, Insurance & Retirement benefits
	1	Employees service benefits, ESOPs
	1	Case studies
3 Provident Fund Act 1925 & Payment of Bonus Act 1965	1	Definitions in Provident Fund Act 1925
	1	Provision of Compulsory Deposits
	1	Provisions Regarding Repayment
	1	Rights of Nominee, Power to Make Deductions
	1	Payment of Bonus Act, 1965 - Introduction, Objective, Applicability
	1	Mode and Time of Payment
	1	Offenses and Penalties, Set Off Set Off
	1	Case studies
4 Minimum wages Act 1948 & Payment of wages Act 1956	1	Definitions in Minimum wages Act 1948
	1	Minimum Rates of Wages, Fixing & Payment of Minimum Rates
	1	Advisory Board, Committees
	1	Fixing Hours Of Working Day, Registers And Records
	1	Time of Payment of Wages, Fraction Of Wage-Periods, Fines
	2	Deductions, Maintenance Of Registers And Records, Inspectors, Penalties
	1	Case studies
5 Designing Compensation	2	Executive Compensation, Types
	1	Factors concerning Executive Compensation
	2	Designing executive compensation plan
	2	Current Trends in Compensation and Reward Management
	1	Case studies
Total	40	

A. D. Anupama Patil
 20/05/2024
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MB-2252: HR STRATEGY AND AUDIT
Lecture Plan

Unit No.	No. of Lectures	Intended Coverage of Syllabus
1 Meaning, Need and Process of Strategic Management	1-2	Business Policy; Corporate Planning and Strategic Management
	3	Strategic Decision-Making Processes
	4	Rational-Analytical, Intuitive-Emotional
	5	Political - Behavioral, Universalistic
	6	Contingency and Configurational Approaches
	7	Case study
	2 Strategic Approach to HRM	8-9
10-11		Strategic choices for Large Scale, Mid Size and Small Scale Organizations
12-13		Turnarounds Management
14		Case study
15-16		Implementation Process, Resource Allocation
3 Strategy Implementation and Evaluation	17	Organizational Implementation
	18-19	Plan and Policy Implementation; Leadership Implementation
	20	Implementing Strategy in International Setting
	21-22	Control and Evaluation Process; Motivation to Evaluate;
	23	Criteria for Evaluation; Measuring and Feedback
	24	Evaluation and Corrective Action
	25	Case study
	26	Concept, Objectives
4 HRD Audit:	27	Importance & Scope of HR Audit
	28	Designing HRD Audit Process
	29	Parameters to be Audited
	30	Methodology and Limitations
	31	HRD Audit Instruments
	32	Preventive and Corrective Actions; Role in Business Improvement;
	33	Case study
	34	OCTAPACE Culture
5 HRD Culture and Competencies	35	Competencies of HR Professional
	36	Myths and Realities of HRD
	37	Benchmarking - Policy and Process
TOTAL	38-39	Global Environment of HR: Change & Diversity
	40	Case study


Dr. M. Kumar

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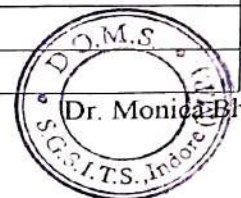
SGSITS, Department of Management Studies
MBA II Year (IVSem) MBA4100/4707: SUPPLY CHAIN MANAGEMENT
LECTURE PLAN

Unit No.	No. of Lectures	Intended Coverage of Syllabus
1 Introduction	1	Importance of Supply Chain Management
	1	Definitions of SCM. Decision Phases in supply chain
	1	Process view of a supply chain. Nature and Scope of SCM
	1	Evolution of SCM
	1	Strategic Fit, Achieving strategic fit.
	1	Supply Chain Drivers
	1	Performance Measures for SCM performance
	1	Concept of Efficient and Responsive supply chain
	1	Factors for selection of degree of responsiveness and efficiency
	2 SCM Matrices & Design of SCM network	1
1		The Problem of Network Configurations, Integrated Supply Chain Planning
1		Supply Chain Network Design Process
1		Design of Channel of Distributions
1		Functions of Distribution Channels. Types of Distribution Channels
1		The Maximal Flow Problem and Product Mix Model
1		Demand Forecasting. Role of Forecasting in Supply Chain
1		Corporate Planning Forecasting and Replenishment. Aggregate Planning Strategies
1		Selection of a Forecasting Method
1		Reverse supply chain: benefits, forms of reverse SC.
3 Production Planning in Supply Chain	1	Planning Supply and Demand in a supply chain
	1	Planning for optimal level of Product Availability
	1	Sourcing/Source Management
	1	Selection of sources. Outsourcing: Criteria. Importance and limitations
	1	Inventory: Components, Methods for optimum inventory.
4 Coordination and IT in SCM	1	Supply Coordination, Obstacles to Coordination in a Supply Chain
	1	Bullwhip effect and its remedial measures
	1	Managerial Levers to Achieve Coordination within a supply chain
	1	Building Strategic Partnership and Trust within a Enterprise Resource Planning Systems
	1	Balanced Scorecard, evaluation of performance of SCM
5 Retail SCM	1	Introduction to Retail supply chain
	1	Difference with manufacturing supply chain
	1	Scope, elements, merchandise management processes
	1	Strategic view of Retail SCM
	1	Retail product life cycle management
	2	Retail distribution and replenishment
	2	Retail supplier relationship management, Retail CRM
	2	Category and Format specific retail SCM issues
Total	40	

Dr. Monica Bhatia


SGSITS, Department of Management Studies
MBA II Year (IV Sem) MBA4705 / 4709 / MBA4710: LOGISTICS MANAGEMENT
LECTURE PLAN

Unit No.	No. of Lectures	Intended Coverage of Syllabus
1 Introduction to Logistics	1	Definition of Logistics, Role in the economy and in the firm
	1	Components and requirements
	1	Significance of Logistics
	1	Drivers of supply chain
	1	Impact on efficiency and responsiveness
	1	Types of Locations, decision criteria and strategies
2 Distribution Logistics	1	Significance and importance of distribution logistics
	1	Modes of distribution.
	2	Design of distribution network
	1	Decision aspects in levels of distribution network
	1	Case study
3 Warehousing and Transportation	1	Selecting number of warehouse
	1	Designing warehouse
	1	Maintenance and record keeping at warehousing
	1	Role of IT in warehousing
	1	Ownership and designing warehouse
	1	Modes of Transportation. Selection of mode of transportation
	1	Intermodal Transportation, significance in Supply Chain
	1	International Logistics. Inbound and Outbound Logistics
	1	Vehicle Scheduling and Planning
4 Inventory	1	Selective Inventory control techniques and their applications
	3	Basic and advances models of EOQ
	1	Selection of batch size. Cost aspects in Inventory
	1	Types of inventory. Safety Stock and Buffer stock:
	1	Computation of safety stock and buffer stock. Methods of reducing
	1	Just in Time concept, JIT Scheduling and its requirement.
	1	Concept of Lean Supply Chain
	1	Case study
5 Logistics Outsourcing	1	benefits and pitfalls of Logistic outsourcing
	1	Factors influencing the outsourcing decision.
	1	The techniques and contract management of Logistic outsourcing
	1	Customer service logistics
	2	Advancement in Logistics: Third Party Logistics: Functions, Significance, and Future scope.
	1	Cross Docking, Lean Logistics, Green Logistics,
	1	Reverse Logistics
	1	Case studies.
Total	40	



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