

Shri G.S Institute of Technology and Science
Dept of Management Studies
MBA-2008: HUMAN RESOURCE MANAGEMENT
Lecture Plan

MBA Sem II
MCA Sem II
Jan - June

Unit No.	No. of Lectures	Intended Coverage of Syllabus
1 The field of HRM	1	Introduction; Concept and Functions
	2	Personnel to HRM shift
	3	ASTD HRM Model
	4-5	Structure, roles and responsibilities of HR
	6	Case Study
	2 Acquisition of Human Resources	7-8
9-11		Job Analysis, Job Description , Job Specification,
12-13		Job Design
14-15		Recruitment and Selection
16		Induction
17		Promotion and Transfer
18		Case Study
3 Human Resource Policies	19-20	Administrative, Operational and Strategic Role of HR
	21-22	Formulation and Essentials of Sound Human Resource Policies
	23	Concept of Virtual organizations
	24	Flexi Timings at work place
	25	Case Study
4 Development of Human Resources	26	Concept of Training and Development
	27-28	Evaluation of Training
	29-30	Performance Appraisal
	31-32	Introduction to Career and Succession Planning
	33	Case Study
5 Maintenance and Separation Processes	34-35	Job Evaluation
	36	Compensation Designing and Administering the Wage and Salary Structure
	37	Grievance Handling Procedure
	38	Turnover, Retirement , Layoff, Retrenchment , Discharge.
	39	VRS
TOTAL	40	Case Study

Dr. M. Kulkarni

Myskha



Shri G.S Institute of Technology and Science, Dept of Management Studies
MBA I Yr, II Semester MBA2009:RESEARCH METHODOLOGY
Lecture Plan

Unit No.	No. of Lectures	Intended Coverage of Syllabus
1 Introduction to Research Methods	1	Role and objectives of business research, types of research
	2-3	Research design (exploratory, descriptive, experimental and diagnostic research)
	4-5	research process: Overview
	6	Problems encountered by researcher
	7	RM Project Introduction
2 Literature Review and Sampling	8	Purpose of LR, LR methodology
	9-10	Sources and outcomes of LR
	11-12	Theory and Design of Sample Survey, Census Vs Sample Enumerations
	13	Objectives and Principles of Sampling
	14-15	Types of Sampling
	16	Sampling and Non-Sampling Errors
	17	RM Project Contd.
3 Data Collection and Questionnaire	18	Collection, Organization, Presentation of data
	19	Analysis and Interrelation of Primary and Secondary Data
	20-21	Measurement in research, measurement scales
	22	sources of errors in measurement
	23	Techniques of developing measurement tools
	24	Classification and testing (reliability and validity)
	25	Designing questionnaires and interviews
26	RM Project Contd.	
4 Hypothesis testing and Data Analysis	27	Parametric & Non-Parametric Tests
	28-29	sample tests for uni-variate and bi-variate analysis using normal distribution
	30-32	f-test, t-test, z-test, ANOVA, chi square test
	33	Intro and Applications of Multiple Regression
	34	Factor Analysis, Cluster Analysis
	35	Multidimensional Scaling, Discriminate, Canonical Analysis, Conjoint Analysis
5 Interpretations and Report Writing	36	Meaning, techniques and precautions in interpretation
	36	Significance and steps in report writing
	37	layout and precautions in writing research reports
	38	Limitations of RM
	39	Philosophical issues and Ethics in Research.
TOTAL	40	RM Project Contd

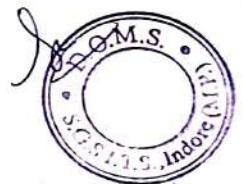
Dr. M. Kulkarni

Dyokhar



Shri G.S. Institute of Technology and Science, Indore
 Department of Management Studies
 MBA II SEM
 MB 2010: Marketing Management

Unit No.	No. of Lectures (40)	Intended Coverage of Syllabus
1. Marketing Concepts:	2	Customer Value and Satisfaction, Customer Delight
	2	Conceptualizing Tasks and Philosophies of Marketing Management, Value Chain
	2	Scanning the Marketing Environment, Marketing Mix Elements
	2	Difference between Marketing and Selling, Marketing and Corporate Strategy.
2. Market Segmentation, Targeting, Positioning:	2	Market Segmentations, Levels of Market Segmentations, Patterns, Procedures
	2	Requirement for Effective Segmentation, Evaluating the Market Segments, Selecting the Market Segments
	2	Differentiation, ways of differentiation
	2	Tool for Competitive Differentiation, Developing a Positioning Strategy.
3. Product Decision:	2	Objectives, Product Classification Product-Mix, Product Life Cycle Strategies,
	2	Product Diffusion Process, Equity, Challenges, Repositioning, Branding, Packaging, Introduction of Labeling.
	2	New Product Development Process. Pricing Decision: Pricing Objectives, Demand Estimating, Pricing Decision framework
	2	Pricing Methods and Strategies, Pricing Practices, Internet and Transfer Pricing.
4. Distribution Decisions:	2	Importance and Functions of Distribution Channel, Design of Distribution Channel
	2	Management of Channels, Distribution Channel Members
	2	VMS and HMS, Wholesaling, Retailing, Promotion Decisions: Effective Communication, Tools of IMC
	2	Marketing Communication Process, Promotion mix, Direct and Indirect Marketing
5. Emerging Trends in Marketing:	2	An Introduction to Internet Marketing, Multi Level Marketing, Introduction of CRM
	2	Importance of CRM, CRM Process. E-Marketing, Green Marketing, Event Marketing
	2	Types of Events, Sponsorship, Cause Related Marketing
	2	Concept of Rural Marketing, Global Marketing, Marketing for Non Profit Organizations
TOTAL = 40		



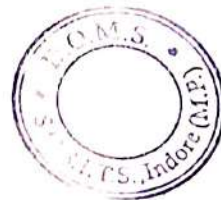
Lesson Plan		
Session	2021-22	
Name of Faculty	Dr.Ashish Mahajan	
Subject code:	MBA 2011:	
Subjct Name:	FINANCIAL MANAGEMENT	
S.No.	Topic	No.of Lectures
Unit-1 Introduction	Concept, nature, scope, and objective of financial management	1
	sources of finance	2
	concepts of profit and wealth maximization	1
Unit-2 Financial Statement Analysis	leverage	3
	ratio analysis	3
	common-size statement, comparative statement	2
	Cost-volume profit analysis.	2
	Trend analysis	1
Unit-3 Capital Budgeting	Time value of money	1
	Non DCF methods for evaluating projects	3
	DCF methods for evaluating projects	3
Unit-4 Cost of Capital	Cost of long term sources of finance	1
	weighted average cost of capital	3
	capital structure theories	3
	dividend policy	2
	dividend theories	2
Unit-5 Working capital Management	Working capital Management -introduction and factors	2
	Approaches of financing working capital	1
	computation of working capital	2
	cash flow statement	2
	TOTAL	40

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Lesson Plan		
Session	2021-22	
Name of Faculty	Dr.Ashish Mahajan	
Subject code:	MBA 2014	
Subject Name:	BUSINESS LEGISLATION	
S.No.	Topic	No.of Lectures
Unit-1 The Indian Contract Act 1872	Essentials of a valid Contract	6
	Breach of Contracts & its Remedies, Indemnity	2
	Quasi Contracts	1
	void & voidable agreements	1
	Performance of Contracts	1
Unit-2 Indian Partnership Act 1932 & sale of goods act	Nature and types of Partnership	1
	Rights and duties of partners	2
	Relations of Partners and with third Persons	1
	Indian Sales of goods Act 1930 (Essentials)	2
	Warranty and guarantee	2
Unit-3 The Negotiable Instruments Act 1881 & consumer protection act	Nature & Types	2
	Dishonor of Negotiable Instruments	1
	Introduction to consumer protection act	3
	Consumer Dispute Redressal Agencies.	1
Unit-4 The Companies Act	Nature & types of Companies	3
	Memorandum of Association, Article of Association	2
	Prospectus	1
	types of shares, Shareholders & Debenture Holders	1
	Minority Protection, Winding Up of company.	1
Unit-5 Competition Act 2002	CCI, Powers, Functions & Duties of Commission	1
	Prohibition of certain Agreements, abuse of Dominant Position	2
	Banking Law:- History, nature & development of Banking in India, Kinds of Banks and functions	1
	functions of RBI	1
	FEMA Features	1
	TOTAL	40

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SGSITS, Department of Management Studies
MBA I Year (II Sem) MBA2015: ENTREPRENEURSHIP AND ETHICS

LECTURE PLAN

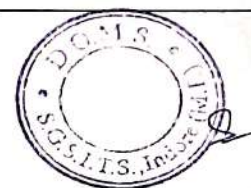
Unit No.	No. of Lectures	Intended Coverage of Syllabus
1 The Entrepreneurial Development Perspective	2	Entrepreneurship ,Entrepreneur, Intrapreneur,Manager
	1	Innovation and creativity
	1	Attributes and characteristics of a successful entrepreneur
	1	Role of Entrepreneur in economy.
	1	Problems faced by an entrepreneur
	2	Introduction to Intellectual Property Rights
	1	Case Studies
2 Creating Entrepreneurial Venture	2	Business Planning process and strategies
	2	Technical, Financial, Marketing and Management Feasibility
	2	Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs
	1	Venture Capital Financing
	1	Case Studies
3 Entrepreneurship Development Institutes	2	Role of Central and State Gov. in promoting Entrepreneurship
	1	Introduction to various incentives, subsidies and grants
	1	Export oriented Units, Fiscal and Tax Concessions available
	1	Entrepreneurship Development Institute of India (EDII)
	1	NIESBUD),MSME
	1	Case Studies
4 Ethical Perspective	1	Ethics, Moral Behavior and Standards
	1	Role of Ethics in Business, ethical dilemmas
	2	Public Accountability , Corporate Responsibility
	2	Utilitarian Views on Business Ethics
	1	Duty Ethics in the Business Environment
	1	Case Studies
5 Ethical reflections through Indian Ethos	2	Application of Indian ethos in management
	1	Teachings of Buddha and Mahaveer
	1	The Models of Leadership and Motivation in Indian Thoughts
	1	The Guna Karma Sanskara Theory
	1	Nishkam Karma Yoga
	1	Productive Efficiency and Spirituality
	1	Case Studies
Total	40	

Dr. Anurupa Paliwal
D.O.M.S.
SGSITS

LECTURE PLAN Jan –June 2022

Lecture No.	Topic
UNIT-I	
1	Meaning and scope of Quantitative Techniques
2	Introduction to Operations Research :Development, Definition
3	Characteristics and Scientific method in Operations research
4	Necessity and scope of Operations research in decision making, management, financial management and various fields.
5	Objectives and Applications of various Operations Research Techniques
6	Advantages and limitations of Operations Research
7	Operation Research Process: phases and models in Operations Research
8	Advantages and limitations of models in Operations Research
UNIT-II	
9	Meaning of Linear programming
10	General Mathematical Formulation of LPP
11	Graphical Analysis
12	Solution of LPP: Simplex Method
13	Example based of Simplex Method
14	Big- M Method
15	Example based of Big- M Method
16	Advantage and limitations of LPP.
UNIT-III	
17	Transportation Problem as a particular case of LPP Mathematical Formulation
18	Initial Basic Feasible Solution,
19	Vogel's Approximation Method
20	Examples based on Vogel's Approximation Method
21	Optimization
22	Optimization (Minimization) using Modified Distribution Method
23	Optimization (Maximization) using Modified Distribution Method
24	Stepping Stone Method.
UNIT-IV	
25	Introduction to Queuing theory, Scope in Management Decisions
26	Introduction to Waiting Line Models
27	Queuing Models : Single Server
28	Queuing Models : Multi server with infinite capacity
29	Introduction to Games, Maximin and Minimax Principles with illustrations
30	Pure and Mixed Strategies, Rule of dominance with examples in game theory
31	Solutions of Games using Algebraic and Graphical Methods
32	Game Theory and Linear Programming with examples
UNIT-V	
33	Markov Chain Analysis
34	Computation of sequential probability of states for different periods
35	Steady State Probability of states and application of Markov Chain
36	Introduction to simulation
37	Monte Carlo Technique
38	Monte Carlo Technique and its applications
39	single stage simulation
40	Multi stage simulation.

TOTAL = 40



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Lecture plan
(HU MBA 2012: Managerial Economics)
Sem A 2022-23

L. No.	Description	Teacher
1	Introduction to Engineering Economics Economics in context to Engineering and Technology and its scope in production engineering	NJ
2	Central economic problems, Economic model (circular flow of economic activities)	NJ
3	PPC and Economic systems	NJ
4	Macro and microeconomics – objectives, problems, and subject matter	NJ
5	Demand – concepts, determinants, function, and law	NJ
6	Changes in demand and causes of negative slope of demand curve	NJ
7	Elasticity of demand – concepts, estimation, determinants, and significance	NJ
8	Elasticity of demand – numerical and other applications	NJ
9	Utility analysis – DMU and EMU	NJ
10	Demand derivation and consumer equilibrium numerical	NJ
11	Production – definition, determinants, functions.	NJ
112	Law of returns to variable proportions and stages of production	NJ
13	Rage estimation for returns to proportions and stages	NJ
14	Law of returns to scale and expansion path	NJ
15	Producer's equilibrium – theory and numerical	NJ
16	Cost analysis – cost concepts and classification	NJ
17	Cost output function and costs' interrelations	NJ
18	Costs interrelations estimations	NJ
19	Breakeven analysis and applications	NJ
20	Breakeven analysis – numerical	NJ
21	Market – firm, industry, product, equilibrium price	CF
22	Perfect competition: price determination and equilibrium of the firm and industry	CF
23	Price determination and equilibrium of firm and industry under monopoly	CF
24	Price discrimination under monopoly	CF
25	Product differentiation and firms' equilibrium under monopolistic competition.	CF
26	Oligopoly and its types	CF
27	Kinked demand curve and price and equilibrium determination	CF
28	Numerical and other application practice-I	CF
29	National income: Concepts and measurement	CF
30	Money: concept, functions and theory of its value	CF
31	Central and commercial banks and their functions	CF
32	Credit creation measures by central bank	CF
33	Macro economics: objectives, problems and measure	CF
34	Business cycles	CF
35	Inflation: causes and effects, Philips curve	CF
36	Monetary Policy, Fiscal Policy	CF
37	monetary and fiscal measures of controlling inflation and unemployment	CF
38	Economics of development: Economic development and economic growth, Factors of economic growth	CF
39	Rostow's stages of economic development	CF
40	Keynesian theory and its application to underdeveloped countries	CF

TOTAL = 40

(NJ: Neeraj K. M. S. Jant)
DEPARTMENT OF H.E.S.



SGSITS, Department of Management Studies
MCA 1 YEAR (II SEM) MB10710 : Fundamentals of Management & OB

LECTURE PLAN

Unit No.	No. of Lectures	Intended Coverage of Syllabus
1	1	Definition, Importance & Nature of Management
	2	Functions, Roles and Responsibilities of Managers
	1	Fayol's Principles of Management
	1	Nature and Purpose of Planning
	2	Planning Process
	1	Advantages and Limitations of Planning
	1	Types of Objectives, Importance of Objectives
	1	Types of Strategies, Strategic Planning Process
2	2	Types of Policies, Formulation of Policies
	2	Management by Objectives-Process, Benefits and Weaknesses,
	2	Decision Making Process, Effective Decision Making
	1	Nature and Purpose of Organizing
	1	Departmentation, Bases of Departmentation
3	2	Span of Management
	2	Delegation, Problems in Delegation, Guidelines
	1	Concept and Process of Organizational Control.
	2	Theories of Motivation
	2	Theories of Leadership
4	2	Types of Teams, Team V/s Groups
	1	Group processes, Group Dynamics
	2	Interpersonal Needs & Relations, Stress Management
	1	Organizational Change: Forces & Resistance to Change
	2	Lewin's Three Step Model
5	1	Personality- Meaning, Types, And Tests
	2	Personnel Management Functions.
	1	Recruitment and Selection
	2	
Total	40	


 Anupama Palwal
