

FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

MBA in Social Entrepreneurship

(Semester: I-II)

(Under Credit Based Continuous Evaluation Grading System)

Examinations: 2012-13



GURU NANAK DEV UNIVERSITY
AMRITSAR

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M.B.A. in Social Entrepreneurship (Semester System)
(Under Credit based Continuous Evaluation Grading System)

Eligibility:

The admission to **MBA in Social Entrepreneurship** shall be open to any person who has obtained:

A Bachelor's Degree (10+2+3) or equivalent degree or Post-Graduate Degree of the Guru Nanak Dev University, Amritsar or any other degree recognized by the Guru Nanak Dev University, Amritsar as equivalent thereto with not less than 50% marks in the aggregate.

M.B.A. in Social Entrepreneurship (Semester System)
(Under Credit based Continuous Evaluation Grading System)

Program Code: MSB
M.B.A. in Social Entrepreneurship
School of Social Sciences

SCHEME OF COURSE

Semester-I

Course No	C/E/I	Course Title	L	T	P	Total Credits
Core Courses						
MSL – 401	C	Managerial Economics	4	--	--	4
MSL – 402	C	Accounting for Entrepreneurs	4	--	--	4
MSL – 403	C	Principles of Management	4	--	--	4
MSL – 404	C	Quantitative Methods	4	--	--	4
MSL – 405	C	Introduction to Social Entrepreneurship	4	--	--	4
MSL – 406	C	Introduction to the Domain of Social Work	4	--	--	4
MSP – 407	C	Workshop on Soft Skills	--	--	1	1
Total Credits			24	--	1	25

Semester-II

Course No	C/E/I	Course Title	L	T	P	Total Credits
Core Courses						
MSL – 451	C	Human Resource Management	4	--	--	4
MSL – 452	C	Indian Economic Environment	4	--	--	4
MSL – 453	C	Financial Management	4	--	--	4
MSL – 454	C	Marketing Management	4	--	--	4
MSL – 455	C	Economics of Development and Planning	4	--	--	4
MSL – 456	C	Corporate Social Responsibility and Business Ethics	4	--	--	4
MSS – 457	C	Seminar	--	--	2	2
Total Credits			24	--	2	26

Note: After second semester every student will be required to undergo summer training of six weeks duration in the Social Enterprises' /NGO/Corporate Sector.

MSL-401: Managerial Economics

Credits: 4-0-0

Managerial Economics: Introduction to economic analysis, with an emphasis on firms and social enterprises. Introduction to tools of economic analysis: Demand, Supply, elasticity, utility, indifference curve, production and cost functions.

First Minor Test-1 hour

Market Structures: Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Collusive and Non-Collusive.

Managerial Theories of Firm: Morris, Williamson, Baumol, Mark-up pricing.

Second Minor-1 hour

Macroeconomics: National Income Analysis, The measurements of economic activity, System of social accounting. Classical and Keynesian models, introductory multiplier analysis in Keynesian 2 sector, 3 sector and 4-sectors economy.

Macroeconomic policy: IS-LM analysis, Inflation, unemployment and trade cycle theories.

Final Semester Exam-3 hour

Note: Case studies of each topic

Suggested Readings:

- 1) Henderson, J.M. and Quandt, R.E., *Microeconomic Theory: A Mathematical Approach*, McGrawhill.
- 2) Mankiw, N.G., *Principles of Microeconomics*, (4th edition), Thompson South-Western.
- 3) Collander, D.C., *Microeconomics*, (8th edition), MacGraw Hill.
- 4) A. Koutsoyiannis; *Modern Micro Economics* (2nd Edition), Macmillan Press, London, 1990.
- 5) A.Sen; *Microeconomics: Theory and Applications*, Oxford Univeristy Press, New Delhi, 1999.
- 6) Layord and Walters; *Microeconomic Theory*, Mc-Graw Hill Co, New York, 1980.
- 7) G. Ackley; *Macroeconomics: Theory and Policy*, Macmillan & Co., New York, 1988.
- 8) W.A. Branson, *Macroeconomic Theory*, Harper and Row, New York, 1989.
- 9) Edward Shapiro, *Macro-Economic Analysis*, Tata Mc-Graw Hill Co., New Delhi, 1996.
- 10) W.Beckerman; *An Introduction to National Income Analysis*, ElBS, London, 1998.
- 11) Joseph E. Stiglitz et. al, *Stability with Growth*, Oxford University Press, New Delhi, 2007.
- 12) Samuel Bowles, *Microeconomics-Behavior Institutions and Evolution*, Oxford University Press, New Delhi, 2005.

MSL-402: Accounting for Entrepreneurs

Credits: 4-0-0

Introduction to Accounting: Accounting as an information system, Users of accounting information; Basic accounting concepts and conventions. Accounting Cycle. Role of Accountant in Profession and Industry. Significance of accounting for entrepreneurs

Understanding Corporate Financial Statements: Types, nature, attributes, uses and limitations. Corporate reporting and disclosure requirements.

First Minor Test-1 hour

Tools of Financial Statement Analysis: Ratio Analysis, Common size financial statements, Comparative statements and Trend Analysis.

Cost Accounting: Definition and objectives. Cost Management Concepts and cost behavior. Preparation of cost sheet.

Budgets and Budgetary Control: Understanding concepts of Master Budget, Fixed Budget and Flexible Budgets

Second Minor-1 hour

Introduction to Standard Costing and Variance Analysis: Standard costing as a control technique; Setting of standards and their revision; Variance analysis - meaning and importance, kinds of variances and their uses-material, labour variances; Relevance of variance analysis to budgeting and standard costing.

Marginal Costing and Break-even Analysis: Concept of marginal cost; Marginal costing and absorption costing; Marginal costing versus direct costing; Cost-volume-profit analysis; Break-ven analysis; Assumptions and practical applications of breakeven-analysis; Decisions regarding sales-mix, make or buy decisions and discontinuation of a product line etc.

Final Semester Exam-3 hour

References:

- 1) Bhattacharya, S.K. and John Dearden, "Accounting for Management - Text and Cases", Vikas Publishing House.
- 2) Lele R.K. and Jawahar Lal, "Accounting Theory", Himalaya Publishers.
- 3) Porwal, L.S. "Accounting Theory", Tata McGraw Hill.
- 4) Horngren, Charles T., Gary L. Sundem and William O. Stratton, "Introduction to Management Accounting", Pearson Education Asia.
- 5) Sharma, Subhash and M.P. Vithal, "Financial Accounting for Management Text and Cases", McMillan.
- 6) Arora, M.N., "Cost Accounting - Principles and Practice", Vikas Publishing House.
- 7) Pandey, I.M., "Essentials of Management Accounting", Vikas Publishing House.

MSL-403: Principles of Management

Credits: 4-0-0

Management: Nature and Purpose, Evolution Patterns of Management Analysis and System Approach to Management, Roles, Skills and Functions of Managers.

Planning: Concept and Importance, Types, Steps in Planning, Limitations of Planning and Planning Premises. Management by Objectives (MBO): Concept, Objective setting process, Benefits and Weaknesses of MBO.

First Minor Test : One Hour

Decision Making: Nature and Types of Decisions, Decision Making Models, Decision Making Process, Problems in Decision Making and Improving Decision Making.

Organizing: Nature and Types of Organizations; Departmentation; Span of Management; Centralization and Decentralization; Line and Staff Authority; Authority and Responsibility

Second Minor Test: One Hour

Motivation: Concept and various theories of Motivation: McGregor's theory X and theory Y, Maslow's Hierarchy of Needs theory, Alderfer's ERG theory, Herzber's Motivation- Hygiene theory, McClelland's Needs theory of Motivation, Adam's Equity theory, Vroom's Expectancy theory.

Leadership: Concept and various theories of Leadership: The Michigan Studies, The Ohio State Leadership Studies, Fiedler's Contingency theory, Path-Goal theory. The Managerial Grid, Charismatic Leadership, Transactional and Transformational Leadership.

Controlling: Concept, Controlling Process and Control Techniques.

Final Examination: Three Hours

References:

- 1) Harold Koontz and Heinz Weihrich, *Essentials of Management: An International Perspective*, New Delhi, McGraw-Hill, 2007.
- 2) Richard L Daft, *The New Era of Management*, New Delhi, Thomson, 2007.
- 3) Jon L Pierce and Donald G Gardner, *Management and Organizational Behaviour*, New Delhi, Thomson, 2007.
- 4) Stephen P Robbins, David A. Decanzo, *Fundamentals of Management*, New Delhi, Pearson Education, 2001.
- 5) Sekaran, Uma, *Organizational Behaviour: Text and Cases*, New Delhi, Tata McGraw Hill, 2007.
- 6) Steven L. McShane, Mary Ann Von Glinow, Radha R Sharma, *Organisational Behaviour*, New Delhi, Tata McGraw Hill, 2007.
- 7) Paul Hersey, Kenneth H Blanchard, Devwey E Johnson, *Management of Organizational Behaviour: Leading Human Resources*, New Delhi, Pearson Education, 2002.
- 8) Philip Sadler, *Leadership*, New Delhi, Kogan Page, 2004.

MSL-404: Quantitative Methods

Credits: 4-0-0

Types of sets and simple numerical, Types of Matrices, Addition, Subtraction and Multiplication of matrices, Transpose, determinants and inverse (Properties and numerical), solutions of simultaneous equations using crammer and matrix rules. Input Output Analysis.

First Minor Test-1 hour

Differentiation, partial derivatives, total derivatives, Difference and Differential Equations. Maxima and minima. Integration (excluding inverse functions and trigonometric functions).

Second Minor-1 hour

Linear Programming: Graphic, Simplex, dual-simplex and duality; Transportation Problems, Jobs Assignment and Dynamic Programming.

Game theory: types of Game, Solution of Games 2×2 games, $2 \times n$, $n \times 2$, $n \times n$. Solution of Games using Linear Programming. Network Analysis: PERT and CPM.

Final Semester Exam-3 hour

Suggested Readings

- 1) Knut Sydsaeter and Peter J. Hammond (2002), *Mathematics for Economic Analysis*, Pearson Educational Asia: Delhi.
- 2) Alpha C. Chiang (1986), *Fundamental Methods of Mathematical Economics*, (3rd edition), McGraw Hill.
- 3) Mehta-Madnani, *Mathematics for Economists*, Revised ed., S. Chand. And Sons.
- 4) Henderson, J.M. and Quandt, R.E., *Microeconomic Theory: A Mathematical Approach*, McGrawhill.
- 5) Allen, R.G.D. (1968), *Macroeconomic Theory: A Mathematical Treatment*, Macmillan.

MSL-405: Introduction to Social Entrepreneurship

Credits: 4-0-0

Entrepreneurship: Meaning types and features.

Social Entrepreneurship: Meaning, Importance, Types, Social Entrepreneurship V/s Business Enterprise, Factors and parameters leading to success of Social Entrepreneurship.

First Minor Test-1 hour

Stakeholders' participation and involvement in Social Entrepreneurship.

Steps and strategies for development of social action teams. Overcoming barriers and facilitating success.

Second Minor Test-1 hour

Structure and Conduct Issues of Social Entrepreneurs: Resource Mobilization, Innovation and Accountability issues.

Performance Issues of Social Enterprises: Evaluating Success of Social Enterprises, Measures of Social Performance.

Social Entrepreneurship in India *vis-à-vis* in other countries: Case studies.

Final Semester Exam-3 hour

Suggested Readings

- 1) Dees, J. Gregory, Emerson, J. and Peter, E. (2001), *Enterprising Non Profits: A Toolkit for Social Entrepreneurs*, Willey Books.
- 2) Tufel, F. (2007), *Social Entrepreneurship: Understanding a Phenomenon and its Nexus with Current Change in Philanthropy*, Druck and Bundung Books, ISBN: 9783638946735.
- 3) Ziegler, R. (2009), *An Introduction to Social Entrepreneurship: Voice, Preconditions and Contents*, MPG Books Ltd.
- 4) Gunn. Robert, R. and Durkin, C. (2010 eds.), *Social Entrepreneurship: A Skills Approach*, Policy Press.
- 5) London, M. and Morfopoulos, R.G. (2010), *Social Entrepreneurship: How to Start Successful Corporate Social Responsibility and Community Based Initiative for Advocacy and Change*, Taylor and Francis.

MSL-406: Introduction to the Domain of Social Work

Credits: 4-0-0

Basics of social work:- Concept, Charity, Social services ,Social reform, Social welfare and Social development, Nature and Scope of Social Work, Principles of Social Work and Its Values and Approaches.

First Minor Test-1 hour

Social work and Healthcare:- Health related problems, Significance of changing health care scene for social work, Health care settings:- Acute, Ambulatory ,illness and prevention, long term care, health promotion agencies, Social workers perspective in health care center; Geriatric social work in community hospital; Dilemmas of technology at end of life

Disaster research for social work: - Perception of Disaster, Relief organizations and Social Work, survival and response of natural and technological disasters

Second Minor Test-1 hour

Social Work Practice:- Social Work perspective for Children with special health needs street Children; Adolescent problems; Social Work for managing medically complex patients; Provision of treatment for homeless adults, Intimate Partner Violence; Framework for working with elderly and need for focused approach counseling.

Final Semester Exam-3 hour

References:

- 1) Arther Dunham 1970: The Community Welfare Organization, New York: Thomas Y. Crewell, Publications,
- 2) Dunham, A.1970 : The New Community Organization, New York, Thomas Y. Crewel, 70.
- 3) Fink, A.E. (1945), *The Field of Social Work*, New York: Henry Hood & Co.
- 4) Gangrade, K. D.1971 : Community Organization in India, Bombay, Popular Parkashan, 1971.
- 5) Gangrade, K. D. 2001: Working with Community at the Grass-root Level, New Delhi, Radha P7.
- 6) Johnson, L. C. (1992), *Social Work Practice*, London: Allyn & Bacon
- 7) Konopka, G. (1963), *Social Group Work: A Helping Process*. Englewood Cliffs: Prentice
- 8) Mathew, G. (1992), *An Introduction to Social Casework*, Bombay: Tata Institute of Social Sciences.
- 9) Pearlman, H.H. (1957) *Social Case Work: A Problem Solving Process*, Chicago: The University of Chicago Press
- 10) Ross, M. G1967, *Community Organization*, New York, Harper and Row.

MSP-407: Workshop on Soft Skills

Credits: 0-0-1

Introduction to Communication

Nature and types of Communication(Verbal and Non-Verbal communication)
Communication Process and Stages in Communication.
Communication Channels-Choosing the means of Communication.
Principles of Business Communication-Choosing words, Developing sentences, Forming paragraphs, Using unbiased language.

First Minor Test: One Hour

Written and Verbal Communication Skills for Managers

Positive, Negative, Neutral and Social Business Messages; Planning, Writing and Revising Business Documents.
Writing letters, Memos, E-mails, Faxes, Web-writings; Types and characteristics of business reports-Writing a formal report, Mechanics of a formal report.
Essentials of Oral Communication-Informal speech, Telephonic conversations and Voice mails.
Preparing and delivering presentations.
Overcoming Stage fright, Anxiety and Stress, Meetings, Round-table discussions, Group discussions, Seminars.

Second Minor Test: One Hour

Interpersonal Communication and Team work

Working in teams, Characteristics of effective teams, Leadership and Management Styles.
Decision Making, Active and engaged team members, Team Process, Gender differences in team communications, Resistance and team thinking.
Developing team strategy, assigning team roles, Building trust, Giving and receiving feedback, Team writing.
Application of the subject through exercise such as –Preparing for Interviews, Preparing for Conferences and Seminars, Discussing Styles of Resume, Resume Writing and Online submission of Resume.

Final Examination : Three Hours

References:

1. Singh, Gurvinder, “Windows based Computer System ”, Kalyani Publisher 2009.
2. Norton, Peter, “Introduction to Computers”, Tata McGraw Hill 2009.
3. B.A. Forouzan, “Data Communication and Networking”, Tata McGraw Hill 2009.
4. Sharma Anshuman, “A book of Fundamentals of Information Technology”, Lakhanpal Publishers 2009.
5. Sharma Anshuman, “Fundamentals of Internet Applications”, Lakhanpal Publishers 2009.
6. Asok K. Nadhani, Kisor K Nandhani, Simple Tally 9: Financial Accounting, Invoicing & Inventory, PB Publications, 2008.
7. Sinha, P.K, “Fundamental of Computers” BPB Publications, 2008.

MSL-451: Human Resource Management

Credits: 4-0-0

Human Resource Management (HRM): Nature, Scope and Objectives of HRM, Evolution of HRM, HRM Environment: Changing Trends in Business Environment, Changing Nature of Employment Relationship, Changing Nature of Work, Demographic, Societal and Workforce Trends; Strategic Planning and HRM.

Human Resource Planning (HRP): Concept, Need and Importance of HRP, Factors affecting HRP, Human Resource Planning Process. Job Analysis: Meaning and Objective, Process, Methods of Collecting job data, Uses of Job Analysis, Problems of Job Analysis.

Recruitment and Selection: Meaning and factors governing Recruitment, Recruitment sources and techniques. Meaning and process of Selection, Selection tests and Interview, Problems associated with Recruitment and Selection.

First Minor Test: One Hour

Employee Retention: Meaning, Factors responsible for High Employee Turnover, Employee Retention Strategies.

Training and Development: Concept and Need, Designing Training and Development Programme: Identification of Training and Development needs, objectives, strategy, Programme contents, Process, Methods and Evaluation.

Performance Appraisal: Meaning, Purpose, Essentials of effective Performance Appraisal system, Various Components of Performance Appraisal, Methods and techniques of Performance Appraisal.

Second Minor Test: One Hour

Managing Compensation: Employee Remuneration: Concept, Objectives, Factors Influencing Employee Remuneration, Remuneration methods, Challenges of remuneration; Job Evaluation: Meaning, Process and Methods of Job Evaluation;

Incentives: Concept, Importance and Types. Fringe Benefits – Meaning, Types and administration of Benefits.

Managing Workplace Safety and Health: Introduction, Various workplace safety and health issues and management of these issues.

Final Examination: Three Hours

References:

- 1) Dessler, Gary. *Human Resource Management*. New Delhi, Pearson Education/Prentice- Hall, 2007.
- 2) Raymond A. Noe, John R. Hollenbeck, Barry Gerhart, Patrick M. Wright, *Human Resource Management: Gaining a Competitive Advantage*, New Delhi, McGraw-Hill, 2007. Robert L. Mathis and John H. Jackson, *Human Resource Management*, New Delhi, Thomson, 2005
- 3) Gomez – Meja, Balkin, Cardy. *Managing Human Resources*. New Delhi, Pearson Education, 2003.
- 4) Aswathappa, K. *Human Resource and Personnel Management, Text and Cases*. New Delhi, Tata McGraw – Hill, 2007.
- 5) Snell and Bohlander, *Human Resource Management*, New Delhi, Thomson, 2007.

MSL-452: Indian Economic Environment

Credits: 4-0-0

Analysis of Business Environment – internal and external environment of business, Dimensions of Indian Business Environment-SWOT Analysis of Indian Economy.

Features of Demography – Interrelation between population and development. Characteristics of Indian Population through recent census. Population policy of Government.

Poverty and Unemployment in India – Causes, Measures and Policy of the Government.

First Minor Test-1 hour

Indian Agriculture: Role, trends, Green Revolution and Sustainability of Agriculture, Rural Credit and Problems of Rural Indebtedness. Pricing and Distribution of Food grains- Agriculture Price Policy and Role of PDS, Food Security. WTO and Indian Agriculture.

Indian Industry: Role and Pattern of Industrial Development, Small and Medium Enterprises- Problems and Policies, Public and Private Enterprises- Rationale, performance and challenges, Disinvestment-modes and problems. Industrial Policy- 1956, 1991- Objectives, Achievements, and Challenges.

Second Minor Test-1 hour

India's Foreign Trade: BOP trends, Reforms, Significance and trends in FII and FDI, Foreign Trade Policies: critical assessments.

Indian Taxation System: Types of taxes in India, trends in tax collection, Federal Finance and Reports of Latest Finance Commissions. Trends and Types of Public Expenditure in India. Analysis of Latest Indian Budget.

Suggested Readings:

- 1) Prasad, C.S., Mathur, V. and Chatterjee, A. (2007), *Sixty Years of the Indian Economy: 1947 to 2007*, New Century Publications, New Delhi, India.
- 2) Paul Justin (2008), *Business Environment-Text and Cases*, 2nd edition, Tata McGraw Hill, New Delhi,
- 3) Cherunilam Francis, *Business Environment*, Himalaya's Publishing House, New Delhi, 2000.
- 4) K. Asvathappa, *Legal Environment of Business* Himalaya Publishing House, New Delhi.
- 5) M. Adhikary, *Economic Environment for Business*, Sultan Chand and Sons, New Delhi.
- 6) K. Asvathappa, *Essentials of Business Environment*, Himalaya Publishing House, New Delhi, 2004.
- 7) Ruddar Dutt and KPM Sundaram, *Indian Economy*, S Chand and Company Ltd. 53rd Edition, New Delhi, 2007.
- 8) Dhingra, I.C., *The Indian Economy: Environment and Policy*, S. Chand and Sons, New Delhi, 2007.
- 9) Misra S.K. and Puri V.K., *Indian Economy, Its Development Experience*, Himalaya Publishing House, New Delhi, 2007.

MSL-453: Financial Management

Credits 4-0-0

Financial Management: Meaning and nature; Understanding Nonprofit Organizations, Finance functions-investment, Financing, Liquidity and dividend decisions. Financial Roles and Responsibilities.

Understanding Capital Structure: Conceptual framework. Determinants. Factors affecting capital structure.

Cost of Capital: Meaning and significance of cost of capital; Calculation of cost of debt, Preference capital, Equity capital and retained earnings; Combined cost of capital (weighted)

First Minor Test: One Hour

Instruments of finance: Long term and short term. Long-Range Financial Planning and Strategy. Developing and Managing a Financial Plan.

Capital Budgeting: Nature of investment decisions; Investment evaluation criteria- non-discounted cash flow criteria, Discounted cash flow criteria; Risk analysis in capital budgeting (practical's through excel).

Dividend Policies: Issues in dividend decisions. Forms of dividends and Various models of relevance and irrelevance.

Second Minor Test : One Hour

Operating and Financial Leverage: Measurement of leverages; Analyzing alternate financial plans; Financial and operating leverage, combined leverage. EBIT and EPS analysis

Management of Working Capital: Meaning, Significance and types of working capital; Approaches of working capital; Calculating operating cycle period and estimation of working capital requirements.

Cash Management and Banking Relations.

Final Examination: Three Hours

References:

- 1) Berk, Jonathan and DeMarzo, Peter: Financial Management, Person Education, Dorling Kindersley (India) Pvt Ltd.
- 2) Bhattacharya, Hrishlka: Working Capital Management: Strategies and Techniques. Prentice Hall, New Delhi.
- 3) Brealey, Richard A and Seward C. Myers: Corporate Finance, McGraw Hill. Int. Ed, New York.
- 4) Chandrara, Prasanna: Financial Management, Tata McGraw Hill, Delhi
- 5) Hampton, John: Financial Decision Making, Prentice Hall, Delhi
- 6) Pandey, I,M: Financial Management, Vikas Publishing House, Delhi.
- 7) Van Horne. J.G. and J.M. Wachowicz Jr.: Fundamentals of Financial Management. Prentice- Hall, Delhi.
- 8) Van Horne, James G: Financial Management and Policy, Prentice Hall, Delhi,
- 9) Pinches,George E: Essentials of Financial Management;Harper and Row,New York,
- 10) Khan MY, Jain PK: Financial Management; Tata McGraw Hill, New Delhi.

MSL-454: Marketing Management

Credits: 4-0-0

Marketing Concepts and Philosophies, Importance of marketing, Building customer satisfaction and value, Concepts of customer retention, Relationship marketing and marketing mix.

Gathering information and scanning the marketing environment, Ethical issues in marketing; Social responsibility in marketing, Marketing research process: An overview. Consumer markets and Buyer behaviour, Business markets and Business Buying behavior.

First Minor Test : One Hour

E-Commerce: Concept, Business to business online marketing, online consumer marketing, benefits and problems of online marketing.

Market segmentation: Importance and bases of segmentation. Targeting strategies, Positioning: Concept and strategies.

Product decisions: Product classification and differentiation, New Product development process, Product life cycle and marketing strategies, Managing brands and Brand equity, Packaging decisions.

Pricing decisions: Pricing objectives, Factors influencing pricing, Pricing methods and strategies.

Second Minor Test: One Hour

Distribution Decisions: Patterns of channels and types of intermediaries, channel design decisions, Channel conflict, types and functions of wholesalers and retailers, Emerging trends in retailing.

Objectives and components of distribution logistics.

Promotion Decisions: Promotion mix and its components, factors affecting promotion mix.

Advertising: Nature, Scope, and process of advertising campaign.

Personal Selling: Nature, Scope and process.

Sales Promotion: Nature, Scope and tools.

Contemporary issues in marketing: An overview of green marketing; Rural Marketing – Environment, Strategies and problems. Nonprofit organization marketing: definition; product decision, place decision, promotion decision, pricing decision.

Final Examination: Three Hours

References:

- 1) Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar; Marketing Management: South Asian Perspective, 13th Edition. Pearson Education, New Delhi.
- 2) Ramaswamy, V.S. and Namakumari, S., Marketing Management: Global Perspective, Indian Context, 4th edition, MacMillan.
- 3) Kurtz, David L. and Boone, Louis E., Principles of Marketing, Thomson South-Western, 12th edition.
- 4) Enis, B. M., Marketing Classics:A Selection of Influential Articles, New York, McGraw-Hill, 1991.
- 5) Saxena, Rajan, Marketing Management, Tata McGraw-Hill, New Delhi, 2006.

MSL-455: Economics of Development and Planning

Credits: 4-0-0

Economic Development: defining economic development, difference between Growth and Development, methods to measuring growth and development. Defining and measuring issues of economic inequalities.

Poverty: dimensions and measurement issues. Indian poverty alleviation programs and their efficacy.

First Minor Test-1 hour

Growth Models: Harrod-Domar, Solow, Human Capital and growth.

Development Models: Nurkse, Lewis, Ranis-Fei, Jorgenson, Harris-Todaro, Balanced V/s Unbalanced Growth debate.

Second Minor-1 hour

Planning: Meaning, rationale, types. Role of State and Economic Development.

Indian Planning Experience: Growth models in Indian Planning, Targets v/s achievements.

Final Semester Exam-3 hour

Suggested Readings:

- 1) Youtopolus, P.A. and Nugent, J.B. (1998), *Economics of Development-Empirical Investigation*, Harper and Row, New York.
- 2) Meier, G. (ed.),: *Leading Issues in Economic Development*, Oxford University Press, London, 1996.
- 3) Todaro, M.P. (1996), *Economic Development in Third World Countries*, Orient Longman, Hyderabad.
- 4) Thirlwall, A.P. (1986), *Growth and Development with Special Reference to Developing Countries*, Macmillan, London.
- 5) Todaro, R. (2001), *Development Planning: Models and Methods*, Orient Longman, Hyderabad.
- 6) Eckaus, R.S and Parikh, K.S. (2002), *Planning For Growth*, MIT Press, Cambridge.
- 7) Bromely, D.W. (ed.), *Handbook of Environmental Economics*, Blackwell, London, 1995.
- 8) Kolstad, C.D. (2003), *Environmental Studies*, Oxford, New Delhi.
- 9) Sankar, V. (ed.) (2004), *Environmental Economics- An Indian Perspective*, Oxford, New Delhi.

MSL-456: Corporate Social Responsibility and Business Ethics

Credits: 4-0-0

Meaning and significance of Business Ethics. Normative, traditional and contemporary theories of ethics. Ethics and Decision making.

Managing Business Ethics- Designing and implementing code of ethics

First Minor Test-1 hour

Meaning and importance of CSR and Shift from the concept of shareholders to stakeholders, Stakeholders activism, Interrelationship between business and society. A case for and against CSR. Philanthropy and CSR. Business Ethics and CSR.

Domain of CSR- Corporate responsibilities towards Investors, Customers, Employees, Community, Government, Environment and Society.

Second Minor-1 hour

The Triple Bottom-line approach.

BS/ISO Guidelines on CSR Management (ISO-2600)

Global Reporting Initiative Guidelines (GRI -3)

CSR as a strategic tool - incorporating CSR in vision and mission statements of corporate sector. CSR and competitive advantage.

Final Semester Exam-3 hour

Suggested Readings

- 1) Crane, Andrew and Matten, Dirk “Business Ethics” Oxford, Second Edition, 2007.
- 2) Hartman, Laura P and Chatterjee, Abha “Perspectives In Business Ethics” TATA McGRW Hill, Third Edition, 2007.
- 3) Throne, Debbie M., Ferrel, O. C. and Ferrell, Linda “Business and Society, A Strategic Approach to Social Responsibility”, Houghton Mifflin, Third Edition.
- 4) Hancoch, John ed. “Investing In Corporate Social Responsibility”, Kogan Page.
- 5) Reddy, Sumati(ed.) “Corporate Social Responsibility, The Environmental Aspects”, ICFAI, First Edition, 2004.
- 6) Ray, Subhasis (ed) “ Corporate Social Responsibility, Cases, ICFAI, First Edition, 2004.

MSS-457: Seminar on Social Domain and Entrepreneurial Activities

Credits: 0-0-2

Introduction to Social Domain: -Concerns a& Problems

Guest Lectures Series on any one topic listed below:

- Disabled,
- Child abuse,
- Child rights,
- Violence against children,
- Rag pickers/ Street Children.

Visit to Institution or Site setup- Dealing with children.

Legal setup dealing with children.

First Minor Test: One Hour

Issues and concerns dealing with women & senior citizens with special focus on their Neglect, Abuse, Violence, Health, Education and Advocacy issues.

Guest lecture series on any one of above topic

Visit to any Institution: Health Sector, Old age homes, Mental asylum, School for disable children.

Second Minor Test: One Hour

Issues and Concerns with Disaster Management techniques with special focus on Manmade and Natural Disasters

Guest lecture series by Professional Working within the field of disaster management.

Visit to any Institution or affected Areas.

Guest Lecture series on any topic listed below:

- Unemployment
- Microfinance
- Traffic Management
- Poverty

Final Semester Exam-3 hour