



Gautam Buddha University School of Management Greater Noida

Integrated Master in Business Administration

Course: Corporate Communication (MB-315)

Instructor: Dr. Omprakash

Email:

Sessions: Thirty, 60 minutes each

Year/Sem: 2014-15, V

Phone:

Credit: 02

Introduction:

Corporate communications is the term used to describe a variety of management functions related to an organization's internal and external communications. Corporate communications have grown more important than ever as companies and other organizations attempt to develop and deliver clear messages about their institutions in an increasingly cluttered media environment. To meet the various challenges, future managers need to understand how the environment has changed and what communication strategies to use with various constituencies within this dynamic environment. The course will familiarize students with some of the issues that specifically affect businesses and challenge the corporate communications function.

Aims and Objectives:

Four objectives guided the development of this course:

1. To form a basic comprehension of corporate communications, how it operates, where it originated, how it has evolved and where it is applicable today
2. To introduce students to the core activities with which corporate communications is involved in order to understand which activities are appropriate in which circumstances
3. To foster a better relationship between business and the media networks.
4. To understand the nuances of Intra/Inter Organisational Communication.
5. To sensitise students towards various implicit factors and variables in Corporate Communication and provide a comprehensive understanding of the same.

Pedagogy:

The teaching methodology will be a judicious blend of Lectures, Demonstrations, Technical Presentations, Class works, Real life situation analysis, Case study, Presentation by students of their project work, and Exercises. The content delivery shall be in a highly interactive mode, expected to be participated by all, and therefore students are advised to come equipped with sufficient readings on the topic. Cases will be intimated later. Exercises will be provided at the lecture sessions.

Learning Outcomes:

After successful completion of the course the learners will be able to:

1. Understand corporate communication functions, domains and different dimensions,
2. Assimilate required knowledge and skills to practice productive relationships between business and different media networks
3. Understand the nuances of Intra/Inter Organisational Communication.

4. Get sensitised towards various implicit factors and variable in Corporate Communication and get a comprehensive understanding of the same.

Evaluation Scheme:

Evaluation Schemes include submission and presentation of Class Participation, Projects and Assignments, Case-Studies and Presentations, and Mid-Semester & End-Semester Tests. It is essential to follow the deadlines for preparation and submission of assignments, projects, and presentations as indicated by the course coordinator.

S. No.	Components	Weightage (%)
1	Class Participation	05
2	Projects & Assignments	10
3	Case studies & presentations	10
4	Mid-Semester Test	25
5	End-Semester Test	50
Total		100

Class participation

The attendance requirement for successful completion of the course is a minimum of 75%. Students are encouraged to participate actively and contribute to the quality of teaching-learning process.

Projects & Assignments

Projects and Assignment shall be comprehensive in nature. In case of Group Assignment, The group shall be decided in consultation with the course coordinator. The credit shall be given to analytical writing and ability to relate it with the context. It is mandatory that the participants use Power Point Slides in their class presentations. Credit shall be given for structured presentation, analytical content and ability to respond to queries.

Case studies & presentations

Cases shall engage students in exploring current communication challenges in the business environment. Students are expected to do little research before presenting final outcomes of the case in oral and written formats.

Mid-Sem Exam

The test shall be based broadly on the syllabus covered till mid-term teaching. The test shall be of two hours duration.

End-Sem Exam

End-Sem test shall comprise of fundamental, analytical and comprehensive questions. The test shall be based on the entire course coverage (more weightage on the post-mid term coverage) and designed to test the conceptual clarity of the subject and their applications.

Recommended Text Books and References:

1. CORPORATE COMMUNICATIONS, Fernandez, J. Response Books (Division of SAGE India), 4th Edition 2007.
2. COMMUNICATION IN ORGANISATION, Dalmar Fisher, Jaico Publishing House, 2nd Edition.
3. BRANDING, Brad VanAuken, Jaico Publishing House, 1st Edition (1st Jaico Impression) 2007.
4. ADVERTISING AND PROMOTION: AN IMC APPROACH, Terence A. Shimp, South-Western (CENGAGE Learning) First India Reprint 2008.
5. ESSENTIALS OF CORPORATE COMMUNICATION, Cees B.M. vanRiel & Charles J. Fombrun, Routledge, First Indian Reprint 2007.
6. In addition, a number of articles, study material references, Cases shall be provided by the Course Supervisor during the sessions.

Session Plan: *(Each session of 60 minutes)*

Session 1,2. Corporate Communication: Definition and Dimensions

Reading: CORPORATE COMMUNICATIONS, Fernandez, J. Response Books (Division of SAGE India), 4th Edition 2007 (Chapters 1 and Chapter 2 pages 21-71).

Session 3. Corporate Communication as a core function

Reading: CORPORATE COMMUNICATIONS, Fernandez, J. Response Books (Division of SAGE India), 4th Edition 2007 (Chapters 1 and Chapter 2 pages 21-71) Plus other reference materials.

Session 4-6. Spectrum of Audiences

Reading: CORPORATE COMMUNICATIONS, Fernandez, J. Response Books (Division of SAGE India), 4th Edition 2007 (Chapters 3 Pages 72-97)

Session 7. Internal Communications

Reading: COMMUNICATION IN ORGANISATION, Dalmar Fisher, Jaico Publishing House, 2nd Edition (5th Jaico Impression) 2007 (Chapter 1 pages 2-25)

Session 8,9. Inter/Intra Organisational Communication Networks

Reading: COMMUNICATION IN ORGANISATION, Dalmar Fisher, Jaico Publishing House, 2nd Edition (5th Jaico Impression) 2007 (Chapter 4 pages 91-112)

Session 10. Case Presentations

Reading: Relevant Reference Material to be suggested/distributed during session

Session 11-13. Intercultural Communication: Fundamentals, Forms, Culture and Perception, Barriers

Reading: Relevant Reference Material to be suggested/distributed during session

Session 14,15. Language and Culture; Nonverbal Communication and Culture

Reading: Relevant Reference Material to be suggested/distributed during session

Session 16. Case Presentations

Reading: Relevant Reference Material to be suggested/distributed during session

Session 17,18. Corporate Identity and Reputation: Concept, Definition and Role

Reading: ESSENTIALS OF CORPORATE COMMUNICATION, Cees B.M. vanRiel & Charles J. Fombrun, Routledge, First Indian Reprint 2007 (Chapter 1- Chapter 3 pages 60)

Session 19. Developing and Sustaining Reputation in the time of Global Change

Reading: ESSENTIALS OF CORPORATE COMMUNICATION, Cees B.M. vanRiel & Charles J. Fombrun, Routledge, First Indian Reprint 2007 (Chapter 3 pages 61-78) plus other reference materials

Session 20. Case Presentations

Reading: Relevant Reference Material to be suggested/distributed during session

Session 21. Social Media

Reading: Relevant Reference Material to be suggested/distributed during session

Session 22. Managing Media for Positive Communication

Reading: Relevant Reference Material to be suggested/distributed during session

Session 23. Case Presentations

Reading: Relevant Reference Material to be suggested/distributed during session

Session 24. Brand as a complex notion

Reading: BRANDING, Brad VanAuken, Jaico Publishing House, 1st Edition (1st Jaico Impression) 2007 (Chapter 1 and Chapter 2 pages 3-14)

Session 25. Communicating Brand: IMC Approach

Reading: ADVERTISING AND PROMOTION: AN IMC APPROACH, Terence A. Shimp, South-Western (CENGAGE Learning) First India Reprint 2008 (Chapter 1 pages 21-44)

Session 26. Case Presentations

Reading: Relevant Reference Material to be suggested/distributed during session

Session 27. Strategic Communication: Definition and Dimensions

Reading: STRATEGIC CORPORATE COMMUNICATION, Paul A Argenti, TMH 2007 (Chapter 2 pages 20- 66)

Session 28. Communicative CSR affirmatives

Reading: Relevant Reference Material to be suggested/distributed during session

Session 29. Crisis Communication

Reading: STRATEGIC CORPORATE COMMUNICATION, Paul A Argenti, TMH 2007 (Chapter 10 pages 231-268)

Session 30. Case Presentations

Reading: Relevant Reference Material to be suggested/distributed during session

Gautam Buddha University School of Management

Greater Noida

Programme: 5 years Integrated BBM+MBA

Course: Event Management (MB - 313)

Instructor:	Princy Vij	Year/Sem:	2014-15, V
Email:	pvij@gbu.ac.in	Phone:	6167
Department:	Business Management	Credit:	3
Sessions:	Fourty Five	Each Session:	60 Minutes

Course Introduction

Event management is a fast-growing field that offers a huge range of jobs across many areas of public, private and not-for-profit sectors. It encompasses arts and community festivals, fundraising events, conferences, meetings, and tradeshow, just to begin with. Designed to produce future leaders for the field, this course aims to give students extensive theoretical knowledge as well as the practical skills needed for professional event management. The curriculum combines a solid business degree - covering accounting, marketing, business law, entrepreneurship and economics - with specialised professional studies in management and delivery of special events. You have the opportunity to plan, deliver and evaluate student-led events, and we actively encourage you to participate in relevant industry and community initiatives.

Student learning outcomes

This subject provides students with the skills and knowledge necessary for management positions within the area of special event management. Particular emphasis is placed on conferences, community special events, and promotional events.

On successful completion of the course, student will be able to:

- Describe the broad characteristics of special events.
- Examine the broad functions performed by events from the perspective of communities, organizers, marketing departments of firms, participants and attendees and reviews the planning, marketing, organizing and evaluation tasks associated with events.

Session No.	Session
1-5	Introduction to Event Management. Size of Events Types of Events The Event Team Code of Ethics
6 – 10	Festivals and Associated Events Major Festivals in India Major Events associated with each festival Planning and Preparation of festivals
11-15	Concept and Design Developing the Concept Analyzing the Concept Designing the Event Logistics of the Concept
16-20	Feasibility Keys to Success The SWOT Analysis
21-23	Legal Compliance Relevant Legislation Stakeholders and Official Bodies Contracts
24-25	Marketing Nature of Event Marketing Process of Event Marketing The Marketing Mix Sponsorship
25-32	Promotion Image/Branding Advertising Publicity Public Relations
33-35	Risk Management Process of Risk Management Incident Reporting Emergency Response Plans Standards for Risk Management
36-37	Planning Develop a Mission/Purpose Statement Establish the Aims of the Event Establish the Objectives Prepare an Event Proposal

38-42	Staging Choosing the Event Site Developing the Theme Providing Services. Arranging Catering. Organizing Accommodation. Managing the Environment.
43-45	Crowd Management and Evacuation The Crowd Management Plan. Major Risks. Crowd Management. Emergency Planning. Implementing Emergency Procedures.

Suggested Readings

1. Wagon, L. V. D. & Carlos, B. R; Event Management, Pearson Education.
2. Blanden, C.; Events Management: An Introduction, Routledge.

Evaluation Scheme

Class Participation and Attendance	: 10 Marks
Class Tests	: 05 Marks
Assignments / Case Discussion / Project – Organising an Event	: 10 Marks
Mid-Sem	: 25 Marks
End-Sem	: 50 Marks
Total	: 100 marks



Gautam Buddha University

School of Management

Programme: 5 years Integrated BBM+MBA

Course: Event Management (MB - 313)

Instructor:	Dr. Samar Raqshin	Year/Sem:	2014-15, V
Email:	samar@gbu.ac.in	Phone:	6165
Department:	Business Management	Credit:	3
Sessions:	Fourty Five	Each Session:	60 Minutes

Course Introduction

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Class Tests	: 05 Marks
Assignments / Case Discussion / Project – Organising an Event	: 10 Marks
Mid-Sem	: 25 Marks
End-Sem	: 50 Marks
Total	: 100 marks

Gautam Buddha University School of Management

Greater Noida

Programme: 5 years Integrated BBM+MBA

Course: Event Management (MB - 313)

Instructor:		Year/Sem:	2014-15, V
Email:		Phone:	6167
Department:	Business Management	Credit:	3
Sessions:	Fourty Five	Each Session:	60 Minutes

Course Introduction

Event management is a fast-growing field that offers a huge range of jobs across many areas of public, private and not-for-profit sectors. It encompasses arts and community festivals, fundraising events, conferences, meetings, and tradeshows, just to begin with. Designed to produce future leaders for the field, this course aims to give students extensive theoretical knowledge as well as the practical skills needed for professional event management. The curriculum combines a solid business degree - covering accounting, marketing, business law, entrepreneurship and economics - with specialised professional studies in management and delivery of special events. You have the opportunity to plan, deliver and evaluate student-led events, and we actively encourage you to participate in relevant industry and community initiatives.

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1. Wagon, L. V. D. & Carlos, B. R; Event Management, Pearson Education.
2. Blanden, C.; Events Management: An Introduction, Routledge.

Evaluation Scheme

Class Participation and Attendance	: 10 Marks
Class Tests	: 05 Marks
Assignments / Case Discussion / Project – Organising an Event	: 10 Marks
Mid-Sem	: 25 Marks
End-Sem	: 50 Marks
Total	: 100 marks



**Gautam Buddha University School of Management
Greater Noida
Integrated MBA, 5th Semester**

**Course: E -Business
Code: MB 311**

Instructor: Mr. Prannay Tripathi	Year/Sem: 2014-15, V
Email:	Phone:
Department: Business Management	Credit: Three
Sessions: 45	Session Duration: 60 Minutes

Course Description:

E-Business is dramatically changing the ways in which business organizations operate and compete in the global market. This course provides an overview of E-Business from a managerial perspective. It will introduce the fundamental concepts and frameworks for exploring E-Business opportunities by comparing and contrasting various E-Business models. The course will also examine E-Business strategies and implementation issues faced by new Internet ventures as well as established firms. Current issues surrounding E-Business practices such as the role of intranets and extranets, electronic payment systems, Internet security, privacy, and regulations will be discussed as well.

Course Objectives:

By completing this course, students will be able to:

- Understand the current state of E-Business and follow its new development;
- Identify E-Business opportunities and develop business models for such opportunities;
- Articulate the pros and cons of business strategies of implementing E-Business initiatives;
- Recognize the key management issues associated with implementing E-Business strategies; and
- Appreciate the importance of the security, legal, ethical, and privacy issues and understand how they may impact a firm's E-Business strategy.

Pedagogy: Learning in this course is accomplished through a combination of lectures, hands-on labs, case analysis and discussion, project and group presentation.

Evaluation Scheme:

Class participation/Attendance	10 Marks
Project Preparation and Presentation	10 Marks
Assignment Submission	05 Marks
Mid-Sem Exam	25 Marks
End-Sem Exam	50 Marks
Total	100 Marks

Text Books:

(NRWN) Napier, River, Wagner, Napier, Creating a Winning E-Business, Current Edition, Cengage Learning Publication.

Suggested Readings:

1. Dave Chaffey (2010). E-Business and E-Commerce Management-Strategy, Implementation and Practice, 3rd Edition, Pearson Education.
2. Bharat Bhaskar(2010). Electronic Commerce-Framework, Technologies and Applications, 3rd Edition, Tata McGraw Hill.
3. Elias M. Awad (2007). Electronic Commerce-From Vision to Fulfillment, 3rd Edition. PHI learning.
4. Joseph, P.T. and S.J.(2008). E-Commerce-An Indian Perspective, 3rd Edition, PHI..

Session Plan: *(Each session of 60 minutes)*

Session	Topic(s)	Reading(s)
1-5	Understanding E-Business E-Business Basic, The Internet and World wide web, What is Internet, A brief history of the Internet, A brief history of the World wide web, E-Business and Global Economy, E-Business Advantage and Disadvantage, E-Business Value chains-Business Models, (B2B), (B2C), (B2G), (C2C), (C2B)	NRWN Ch. 1
6-9	Defining Your E-Business Ides The Entrepreneur and the Entrepreneurial process, Forces Affecting E-Business success, The Network Effect, Innovating Marketing Ideas, Ease of Entry into Electronic Markets, Exploiting E-Business Advantages, Expand the Market, Maximize customer Relationships and Improve Responsiveness, Reduce cost	NRWN Ch. 2
10	Case Study	
11-14	Creating an E-Business Plan Business Plan organization, Cover sheet and Title Page, Executive summary, vision and Mission statements, Business Description, Products or services, Marketplace Analysis, operational plan, Financial, Management Plant, Issues analysis and critical risks, Legal Forms of organization, E-Business Partnerships	NRWN Ch. 3
15	Case Study	
16-20	Getting Your E-Business off the Ground Startup Financing, Informal Investors, Venture Capital Investors, Pitching Your E-Business to Investors, Business Incubators, , Non-Profit Business Incubators, Commercial Business Incubators, Self-Incubation Case Study	NRWN Ch. 4
21	Case Study	
22-26	Operating Your E-Business Startup and Operational Challenges, Legal Issues, Copyrights and Trademarks, Content Liability and Customers Information Privacy, Taxation, Commercial office space, Hiring Employees, Electronic Payment Methods, Credit, Debit and Charge Card Payments, Other Electronic Payment Methods, E-Business Technologies, Front-End and Back-End systems, D-Business Software, Outsourcing Operations, Outsourcing web-based software Application	NRWN Ch. 5

27-30	Marketing Your E-Business Marketing Mix, Building Your Brand, What is Brand, Building Your E-Business Brand, Market Research, Creating a Marketing plan, Marketing Plan Elements, Marketing Tools, Search tool submissions, Search Engine optimization, Public relation, Advertising	NRWN Ch. 6
31	Case study	
32-35	Taking Advantage of Affiliate Marketing Online Affiliate Marketing Programs, Affiliate Programs as a Marketing Tool, Affiliate Programs as a Revenue Source, Affiliate Tracking Systems, Affiliate Management Networks, Affiliate Tracking Technologies, Affiliate Marketing Risks and Challenges, Cookies Stuffing and Parasite ware, Spammers, Blocking Software	NRWN Ch. 7
36-40	Designing Your Web Site Web site planning process, Web site Business Objectives, Web site Audiences, Web site organization, Web site Pages, Web site structure, Web site storyboard, Useful and Attractive web pages, Accessibility Web pages, Accessibility and Usability, Consistency Across site pages, Navigational Elements, Page Layout, Writing for the web, Web Design outsourcing	NRWN Ch. 8
41	Case Study	
42-44	Securing Your E-Business Risk Management, Business Continuity Planning, Business Records Management, Network and Web site Security, Viruses, Worms, and Trojan Horses, Unauthorized Network Access and thefts of Proprietary Information, Distributed Denial of Service Attacks, Web site Defacement, Security Audits and Penetration Testing Case Study	NRWN Ch. 10
45	Presentations and Discussions	



Gautam Buddha University School of Management Greater Noida

Integrated-MBA V Sem

Course: Business Research Methods (MB-307)

Instructor	Dr. Kavita Singh	Year/Sem.	2014-15 / V
Email	kavita@gbu.ac.in	Phone	0120-234-6164
Department	Business Management	Credit	3
Sessions	45	Each session	60 minutes

Introduction: Business Research is a systematic inquiry that provides information to guide managerial decisions. More specifically, it is a process of planning, acquiring, analyzing, and disseminating relevant data, information, and insights to decision makers in ways that mobilize the organization to take appropriate actions that, in turn, maximize business performance. The managers of tomorrow will need to know more than any managers in history. Business research will be a major contributor to that knowledge as it helps management make better decisions that help achieve organizational goals.

Aims and Objectives: The objective of the course is to introduce various aspects of research methodology, including problem formulation, research designs, various tools and techniques for data collection and analysis and reporting of research findings. The course aims to provide a broad overview of the above aspects and prepare the student for undertaking more detailed research in his/her chosen field of interest.

Pedagogy and course requirement: Class time will be used to expose various concepts and illustrate their applications to business situation. The course is well supported with various business examples and cases. Students will simultaneously be working on the assigned project to get the feel of business research. The class would be divided into small groups. Every group will be assigned case presentation to analyze and present the case. Rest of class is expected to be the active discussant. Class participation includes in-class activities and case discussions. Quizzes will be generally unannounced. Each student will be asked to take up atleast one topic / question as individual assignment and submit a brief write up on it. Homework may be assigned and is due at the beginning of class on the designated submission date.

Evaluation Scheme

Case presentation and participation:	10 Marks
Assignment/Quiz:	10 Marks
Project Preparation:	5 Marks
Mid semester examination:	25 Marks
End semester examination:	50 Marks

Text book

Research Methodology: Concepts and Cases by **Chawla and Sondhi**, Vikas Publishing House Ltd.

Reference books:

1. Copper Donald R., Schindler Pamela S., Business Research Methods, 9th Ed., Tata McGraw-Hill.
2. Zikmund, Business Research Methods, Cengage
3. Srivastava T.N., Rego Shailaja, Business Research Methodology, 2011, Tata McGraw-Hill.

Session Plan

Sessions	Sections/outlines	Reference
1	Introduction to Research in Business, Research Methodology	
Unit I: Scope and Meaning of Business Research		
2-4	Meaning, Types, Process, Applications	Chapter 1
5-7	Defining the research problem, Formulation of hypothesis	Chapter 2
Unit II: Research Design		
8-11	Nature and classification of research design, Exploratory and Descriptive design	Chapter 3
12-14	Nature of experiment, causality and experimental design, classification, controlling extraneous variables	Chapter 4
Unit III: Data Collection, Measurement and Scaling		
15-16	Classification of data, sources of primary and secondary data	Chapter 5
17-19	Qualitative methods of data collection	Chapter 6
20-21	Types & Classification of scales, Measurement errors	Chapter 7
22-24	Questionnaire designing process and administration, Pilot testing	Chapter 8
25-28	Sampling concepts and design, errors, Data editing, coding and classification	Chapter 9,10
Unit IV: Data analysis and Interpretation		
29-31	Introduction to univariate, bivariate and multivariate analysis of data, Descriptive and inferential analysis; Cross-tabulation	Chapter 11
32-33	Use of SPSS in Data Analysis	
34	Chart Basics	
35-38	Testing of Hypothesis and Basics – Analysis of Variance Techniques,	Chapter 12, 13
39-42	Correlation and Regression Analysis	Chapter 15
Unit V: Report Writing		
43-45	Report Writing, Presentation of Results, Report structure, Guidelines for effective documentation	Chapter 20



Gautam Buddha University School of Management

Integrated MBA, V

Course: Managing Small and Medium Enterprises (MB-305)

Instructor	Dr. Deepika Joshi	Year/Sem.	2014-15, V
Email	deepika@gbu.ac.in	Phone	0120-234-6152
Department	Business Management	Credit	3
Sessions	45	Each session	60 minutes

Introduction

The course aims at giving students the holistic understanding of small and medium business management. It will include every aspect of management and their connection with each other. It will expose students to the entrepreneurial cultural and industrial growth so as to prepare them to set up manage their own small units.

Course objectives

1. Why the management of small and medium business is so crucial for development?
2. What types of procedure are required for small and medium business establishment?
3. Strategic alignment of business functions for organizational performance?

Pedagogy and Evaluation

This course depends heavily on case discussions. You must prepare for class and participate in order for the course to be successful. Preparation for class involves (i) reading the assigned background material and cases thoroughly, thinking on (ii) how the readings help understand the situation described in the case, and (iii) how the readings can be applied in the context of the case. Reviewing and answering the case preparation questions will help you in this regard.

Evaluation Scheme is as follows:

Case presentation	10 marks
Class assignment and project	10 marks
Class discipline and individual participation	05 marks
Mid-term Exam	25 marks
End-term Exam	50 marks

Text Book

Desai, V. "Small scale industries and entrepreneurship", Himalayan Publishing House, 9th Ed., 2011
Desai, V. "Management of a small-scale industry", Himalayan Publishing House, 15th Ed., 2013
Analoui, F. and Karami, A. "Strategic Management: in small and medium enterprise", Cengage Learning, 1st Ed. 2003
Bridge, S. "Understanding Enterprise: Entrepreneurship and Small Business", Palgrave Publishing, 2003

Session Plan: (Each session of 60 minutes)

Sessions	Sections/outlines
Section I: Understanding: an overview	
1-2	Meaning, definition and evolution of small/medium business units and entrepreneurship
3-4	Entrepreneurial network and process, Women entrepreneurship
5-6	Organization structure, framework for small business management
Section II: Setting up of medium and small scale enterprise	
7-8	Establishment option – new, existing, franchise
9-10	Buying an small business
11-12	Steps / process of setting up small and medium scale units
13-14	Preparation of business plan – elements, procedure
15-16	Project need assessment and selection
17-18	Strategies during life cycle of MSMEs
19-20	Cluster development – networking and strategic alliance
21-23	Government policies towards small and medium business units, The legal environment and business laws, Relevant labour laws
Section III: Institutional supporting for small and medium business management	
24-25	Role of – banks, SIDBI, SISI, big companies and financial institutions
26-27	Venture capital. Sources of debt and equity financing
28-29	Managing cash flow, Working capital management
30-31	Pricing and credit strategies
32-33	Problems and strategies - HRM, Marketing management, Inventory management, TQM
Section IV: Special issues and problems	
34-36	Sickness in business enterprise – causes, symptoms, remedial measures, government policies on revival of sickness
37-38	E-commerce and entrepreneurship , Global marketing strategies
39-40	Society and small scale entrepreneurship – responsibility and ethics
41-42	Risk analysis in small and medium business units, Management succession, Small business and technology management
43-45	Case analysis and class presentation

Note: The case/assignment/project/ will be provided in advance through proper channel (e-mail/in-person).

GBU School of Management, Gautam Buddha University

Greater Noida

Programme: Integrated BBM+MBA

Course: Strategic Management-I (MB 301)

Instructor:	Dr. Kavita Singh	Year/Sem:	2014-15, V
Email:	kavita@gbu.ac.in	Phone:	+91 120 2346164
Department:	Business Management	Credits:	3
Sessions:	Forty Five(45)	Each Session:	60 Min

Introduction:

This course provides knowledge of the most important concepts and techniques in strategic management. Further the course provides an insight of organization perspective and integrates functional areas. The course provides explanation of different business-level (functional) strategies and corporate-level strategies and how they are formulated and implemented in dynamic global environment to achieve competitive advantage. The course is designed to help students to have a deep understanding of various business- level strategies, corporate level strategies, and their importance and make a ground for better understanding international strategies and co-operative strategies that would be covered in Strategic Management II. Further this course will provide opportunities for students to learn how actual companies use strategic management tools, techniques, and concepts.

Aims and Objectives:

- Provides a review of the Strategic Management Framework.
- Focuses on the frameworks, models and tools needed to formulate and implement successful business-level strategies and corporate-level strategies and examines how firms compete.
- Provides work-based projects to help candidates in developing practical strategies initiatives based on their unique set of issues, resources and businesses environment.

Pedagogy:

This course requires more discussions with high level of participation by students in the class room. Students must go through assigned readings before coming to class. A judicious combination of Lecture, Case Analysis will be used. Students will have to form groups (consisting of 5 students) for working on project/assignments/presentations. Cases will be provided as when required.

Learning Outcomes: having completed the course, the students should be able to learn as how to:

- Review the concept of Strategic Management and Strategy Formulation.
- Review the current corporate strategic position and determine the desired future strategic position
- Evaluate the business level strategies to meet the desired future strategic competitive position.
- Deal with the required changes in the external and internal organizational environment to gain competitive position.

Evaluation Scheme:

Class work Assessment: 25%
Mid-Sem Exam: 25%
End-Sem Exam: 50%

Suggested Readings:**Text Book:**

T1: Ireland, Hoskisson, Hitt, .: Strategy Management, Cengage Learning

References Books

R1: Hunger J.D., Wheelen T.L: Essentials of Strategic Management, Fourth Edition.

R2: Hill C.W.L, Jones G.R: Strategic Management An Integrated Approach.

Session Plan: (Each session of 60 minutes)

S. No.	Topic(s)
1-5	Strategic Management Inputs What is strategic management?
6-7	Learning with Case-Study Methods
8-14	Exploring the external environment: competition and opportunities And Case studies related to external environment
15-21	Examining the internal organization: activities, resources and capabilities And Case studies related to internal organization climate
22-24	Group Presentations and discussions
25-31	Strategic actions : Strategy Formulation Building and sustaining competitive advantage And related case studies
32-38	Strategy at business level and related case studies
39-43	Corporate level strategy and related case studies
44-45	Group Presentations and discussions

Note: The case/readings (may be changed/added, if needed) will be provided as and when required.

GBU School of Management, Gautam Buddha University

Greater Noida

Programme: Integrated BBM+MBA

Course: Strategic Management-I (MB 301)

Instructor:	Dr. Kavita Singh	Year/Sem:	2014-15, V
Email:	kavita@gbu.ac.in	Phone:	+91 120 2346164
Department:	Business Management	Credits:	3
Sessions:	Forty Five(45)	Each Session:	60 Min

Introduction:

This course provides knowledge of the most important concepts and techniques in strategic management. Further the course provides an insight of organization perspective and integrates functional areas. The course provides explanation of different business-level (functional) strategies and corporate-level strategies and how they are formulated and implemented in dynamic global environment to achieve competitive advantage. The course is designed to help students to have a deep understanding of various business- level strategies, corporate level strategies, and their importance and make a ground for better understanding international strategies and co-operative strategies that would be covered in Strategic Management II. Further this course will provide opportunities for students to learn how actual companies use strategic management tools, techniques, and concepts.

Aims and Objectives:

- Provides a review of the Strategic Management Framework.
- Focuses on the frameworks, models and tools needed to formulate and implement successful business-level strategies and corporate-level strategies and examines how firms compete.
- Provides work-based projects to help candidates in developing practical strategies initiatives based on their unique set of issues, resources and businesses environment.

Pedagogy:

This course requires more discussions with high level of participation by students in the class room. Students must go through assigned readings before coming to class. A judicious combination of Lecture, Case Analysis will be used. Students will have to form groups (consisting of 5 students) for working on project/assignments/presentations. Cases will be provided as when required.

Learning Outcomes: having completed the course, the students should be able to learn as how to:

- Review the concept of Strategic Management and Strategy Formulation.
- Review the current corporate strategic position and determine the desired future strategic position
- Evaluate the business level strategies to meet the desired future strategic competitive position.
- Deal with the required changes in the external and internal organizational environment to gain competitive position.

Evaluation Scheme:

Class work Assessment: 25%
Mid-Sem Exam: 25%
End-Sem Exam: 50%

Suggested Readings:**Text Book:**

T1: Ireland, Hoskisson, Hitt, .: Strategy Management, Cengage Learning

References Books

R1: Hunger J.D., Wheelen T.L: Essentials of Strategic Management, Fourth Edition.

R2: Hill C.W.L, Jones G.R: Strategic Management An Integrated Approach.

Session Plan: (Each session of 60 minutes)

S. No.	Topic(s)
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32-38	Strategy at business level and related case studies
39-43	Corporate level strategy and related case studies
44-45	Group Presentations and discussions

Note: The case/readings (may be changed/added, if needed) will be provided as and when required.



**Gautam Buddha University
School of Management
Greater Noida**

Integrated MBA

Course: Supply Chain Management (MB- 309)

Instructor:	Dr. Indu Uprety	Year/Sem:	2014/V
Email:	induu@gbu.ac.in	Phone:	0120-2346178
Department:	School of Management	Credit:	03
Sessions:	45	Each Session:	60 Minutes

Introduction:

The importance of Supply Chains in ensuring the competitive advantage for organizations has made the Supply Chain Management as a key strategic function in many modern day organizations. Supply Chain Management has emerged as the new key to productivity and competitiveness of manufacturing and service enterprises. This includes management of an entire network of organizations that are involved, through upstream and downstream linkages, in different processes and activities that produce value in the form of products and services in the hands of ultimate customer. SCM thus provides a process-oriented framework for end-to-end management of activities that ensure effective customer service.

Objectives and Scope:

The course intends to cover the fundamental aspects of Supply Chain Management for providing an insight to the student for designing and implementing effective supply chains. The course discusses the tools and techniques of supply chain management and illustrates their applicability in cases.

Course Outcomes:

Upon successful completion of this course, the student should be able to:

- Understand the requirements of successful operations and supply chain practices in modern business.
- Develop a general understanding of supply chain strategies
- Understand the models, processes and tools used to analyze and design supply chain management solutions.
- Develop a thorough understanding of the components of supply chains, the material and information flow interactions between them and the analytical and management processes that facilitate successful supply chain performance.
- Understand the concept of integrated Supply Chain Management.

Pedagogy:

The pedagogy will be a mix of lectures, experience sharing, real life case discussions, assignments and industry/research based projects. In addition to the reading materials, additional readings and cases will be distributed in the class from time to time. Students are also expected to prepare and analyze all the cases as class participation is very important.

Evaluation Scheme:

Assignment / Class participation, Quiz,	
Project Preparation and Presentation	: 25%
Mid-Sem Exam	: 25%
End-Sem Exam	: 50%

Suggested Readings:**Text Book:**

1. Simchi-Levi D., Kaminsky P. and Simchi-Levi E., Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies (Latest Edition), McGraw-Hill, New Delhi.

Reference Books:

1. Supply Chain Management: Strategy, Planning and Operation, Sunil Chopra, Peter Meindl, D.V. Kalra, Pearson.
2. Supply Chain Management: Text and Cases, Janat Shah, Pearson.
3. Supply Chain Strategy, Edward H. Frazelle, Tata McGraw Hill.
4. Logistics and Supply Chain Management : Creating Value-Adding Networks, Martin Christopher, Prentice Hall.
5. Introduction to Supply Chain Management, Robert Handfield and Ernest Nichols Jr., Prentice Hall.
6. Supply Chain Logistics Management, Donald Bowersox, David Closs and Martha Cooper, John Wiley & Sons.

Session Plan: *(Each session consists of 60 minutes)*

Session No.	Topics to be covered
1 -2	Introduction to SCM • SCM-The development chain • Global Optimization • Managing uncertainty and risk • The evolution of SCM

3-5	Inventory Management and Risk Pooling • Single Stage Inventory Control • Centralized vs Decentralized Systems • Managing Inventory in the Supply Chain • Case Analysis
6-8	Managing Economies of Scale in a Supply Chain: Cycle Inventory • The role of Cycle Inventory in a Supply Chain • Economies of Scale to Exploit Quantity Discounts
9-10	Managing Uncertainty in A Supply Chain
11-13	Network Design in the Supply Chain • The role of network design in the Supply Chain • Factors influencing network design decision • Case Analysis
14-15	Demand Forecasting in a Supply Chain
16-17	Case Discussion: Buyer-Supplier Relationships
18-20	Aggregate Planning in a Supply Chain • The Aggregate Planning Problem • Aggregate Planning Strategies
21-22	Sales and Operations Planning: Planning Supply and Demand in a Supply Chain
23-24	Designing and Planning Transportation Networks • Transportation in a Supply Chain
25-27	Managing Cross-Functional Drivers in a Supply Chain • Sourcing Decisions in a Supply Chain • Pricing and Revenue Management in a Supply Chain • Information Technology in a Supply Chain
28-29	Case Discussion: Barilla SPA
30-31	Supply Chain Integration • Push, Pull and Push-Pull Systems • The Impact of Lead Time • The Impact of Internet on Supply Chain Strategies • Case Analysis
32-33	Distribution Strategies • Direct Shipment Distribution Strategies • Intermediate Inventory Storage Point Strategies • Case Analysis
34-35	Procurement and Outsourcing Strategies • Outsourcing Benefits and Risks • Procurement Strategies and E-Procurement
36	Issues in International SCM • Risk Management • Local Autonomy Vs Central Control

	• Case Analysis
37-38	Technology Standards • Information Technology Infrastructure • Service Oriented Architecture (SOA) • RFID
39-40	Case Discussion: Wal Mart Stores: Every Day Low Pricing in China
41-42	Local Issues in SCM • Supply Chain Issues during Natural Disasters • Supply Chain Issues for SMEs
43-45	Presentations

GAUTAM BUDDHA UNIVERSITY
SCHOOL OF MANAGEMENT
GREATER NOIDA
PROGRAMME: INTEGRATED MBA

Course: Financial Markets and Institutions (MB-303)

Instructor:	Dr. Shweta Anand	Year/Sem:	2014-15, V
Email:	shweta.anand@gbu.ac.in	Telephone :	6149
Department:	Business Management	Credit:	3
Sessions:	Forty Five	Each Session:	60 Minutes

Introduction: Financial Institutions and Markets are important players in the entire financial system. They offer great deal of products and services to common people. In case these institutions and markets are not managed properly they may cause destabilization of the entire economy. These institutions face variety of risks and one must understand the ways to manage these risks.

Aims and Objectives: The objective of this paper is to highlight the functioning and management of Financial Institutions and Markets in India. In the new liberalised environment these institutions and markets are undergoing a paradigm shift. This course will help students to navigate through the dynamics of Financial Institutions and Markets in a broad manner.

Pedagogy: Classroom Teaching

Entire course will be taught through classroom teaching, relevant cases and discussions.

Evaluation Scheme:

Class participation	05
Attendance	05
Quiz	05
Project Report and Presentation	10
Mid-Sem Exam	25
End-Sem Exam	50
Total	100

Suggested Readings:

Text Book:

Financial Markets, Institutions and Financial Services Clifford Gomez PHI

Reference Books:

Financial Institutions Management	Anthony Saunders-	Irwin 1997
Financial Institutions and Markets	Meir Kohn	Tata Mcgraw-Hill
Financial Institutions and Markets	L M Bhole	Tata Mcgraw-Hill
Indian Financial System	M Y Khan	Tata Mcgraw-Hill
Elements of Banking & Insurance	Jyotsna Sethi & Nishwan Bhatia	PHI
Management of Banking	S. Scott MacDonald/ T W Koch	Thomson Press
Principles of Risk Mgt and Ins	George E. Rejda	Pearson Education

Reserve Bank of India: Report on Currency and Finance, Annual Report, Monthly Bulletins

Session Plan: (Each session of 60 minutes)

Part (I)	Introduction and Overview
Sessions (1-5)	
Topic	Overview of the Financial System: Introduction to Financial Markets, Institutions, Products and Services.
Readings	Chapter1 & 2, Financial Markets, Institutions and Financial Services
Sessions (6-10)	
Topic	Money Market: Instruments in Indian Market, the London Money Market, the New York Money Market.
Readings	Chapter 3&4, Financial Markets, Institutions and Financial Services
Sessions (11-16)	
Topic	Capital Market: Primary and Secondary Market, Regulatory Issues, Stock Exchange and Index. Trading Mechanism of Stock Exchanges.
Readings	Section B, Financial Markets, Institutions and Financial Services
Sessions (17-21)	
Topic	Foreign Exchange Market: Foreign Exchange , Control Mechanism, Forex Trading and Markets.
Readings	Reading Material & Section B, Financial Markets, Institutions and Financial Services
Part (II)	FINANCIAL INSTITUTIONS

Sessions (22-24)	
Topic	Overview of the Banking Industry: Introduction to Banking Business, Indian Banking Structure, RBI, the Role and Importance of Banking Financial Institutions
Readings	Financial Markets, Institutions and Financial Services
Sessions(25- 29)	
Topic	Banking Sectors and Electronic Banking: Recent Developments; Corporate, Retail and International Banking; E-Banking Aspects and its significance.
Readings	Financial Markets, Institutions and Financial Services
Sessions (30-33)	
Topic	Loans & Advances (including Priority Lending): Principles Central Banking Functions, Supervisory Functions, Promotional and Regulatory Functions.
Readings	Financial Markets, Institutions and Financial Services
Sessions (34-39)	
Topic	Non Banking Financial Institutions: Industrial Finance and Institutions, International Financial Institutions.
Readings	Reading Material & Financial Markets, Institutions and Financial Services
Sessions (40-41)	
Topic	SWOT of Indian Financial Institutions: History and the road ahead.
Readings	Current Affairs in Financial Dailies
Sessions (42-45)	
Topic	Presentations and Discussions on Contemporary relevant Issues

GAUTAM BUDDHA UNIVERSITY
SCHOOL OF MANAGEMENT
GREATER NOIDA
PROGRAMME: INTEGRATED MBA

Course: Financial Markets and Institutions (MB-303)

Instructor:	Dr. Shweta Anand	Year/Sem:	2014-15, V
Email:	shweta.anand@gbu.ac.in	Telephone :	6149
Department:	Business Management	Credit:	3
Sessions:	Forty Five	Each Session:	60 Minutes

Introduction: Financial Institutions and Markets are important players in the entire financial system. They offer great deal of products and services to common people. In case these institutions and markets are not managed properly they may cause destabilization of the entire economy. These institutions face variety of risks and one must understand the ways to manage these risks.

Aims and Objectives: The objective of this paper is to highlight the functioning and management of Financial Institutions and Markets in India. In the new liberalised environment these institutions and markets are undergoing a paradigm shift. This course will help students to navigate through the dynamics of Financial Institutions and Markets in a broad manner.

Pedagogy: Classroom Teaching

Entire course will be taught through classroom teaching, relevant cases and discussions.

Evaluation Scheme:

Class participation	05
Attendance	05
Quiz	05
Project Report and Presentation	10
Mid-Sem Exam	25
End-Sem Exam	50
Total	100

Suggested Readings:

Text Book:

Financial Markets, Institutions and Financial Services Clifford Gomez PHI

Reference Books:

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Financial Institutions and Markets	Meir Kohn	Tata McGraw-Hill
Financial Institutions and Markets	L M Bhole	Tata McGraw-Hill
Indian Financial System	M Y Khan	Tata McGraw-Hill
Elements of Banking & Insurance	Jyotsna Sethi & Nishwan Bhatia	PHI
Management of Banking	S. Scott MacDonald/ T W Koch	Thomson Press
Principles of Risk Mgt and Ins	George E. Rejda	Pearson Education

Reserve Bank of India: Report on Currency and Finance, Annual Report, Monthly Bulletins

Session Plan: (Each session of 60 minutes)

Part (I)	Introduction and Overview
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Readings	Chapter 3&4, Financial Markets, Institutions and Financial Services
Sessions (11-16)	
Topic	Capital Market: Primary and Secondary Market, Regulatory Issues, Stock Exchange and Index. Trading Mechanism of Stock Exchanges.
Readings	Section B, Financial Markets, Institutions and Financial Services
Sessions (17-21)	
Topic	Foreign Exchange Market: Foreign Exchange , Control Mechanism, Forex Trading and Markets.
Readings	Reading Material & Section B, Financial Markets, Institutions and Financial Services
Part (II)	FINANCIAL INSTITUTIONS

Sessions (22-24)	
Topic	Overview of the Banking Industry: Introduction to Banking Business, Indian Banking Structure, RBI, the Role and Importance of Banking Financial Institutions
Readings	Financial Markets, Institutions and Financial Services
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Topic	Banking Sectors and Electronic Banking: Recent Developments; Corporate, Retail and International Banking; E-Banking Aspects and its significance.
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Topic	Loans & Advances (including Priority Lending): Principles Central Banking Functions, Supervisory Functions, Promotional and Regulatory Functions.
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Sessions (40-41)	
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Sessions (42-45)	
Topic	Presentations and Discussions on Contemporary relevant Issues