



### List of New Course(s) Introduced

**Department : Management Studies**

**Programme Name : M.B.A.**

**Academic Year : 2021-22**

### **List of New Course(s) Introduced**

Sr. No.	Course Code	Name of the Course
01.	MSPCPD05	Integrated Marketing Communication
02.	MSPCT001	Indian Financial System
03.	MSPCT001	Application of Excel in Finance
04.	MSPCT001	Stress Management
05.	MSPCT001	Digital Marketing



## Minutes of Meetings (MoM) of Board of Studies (BoS)

**Academic Year : 2021-22**

**School : School of Studies of Commerce and Management**

**Department : Management Studies**

**Date and Time : November 10, 2021 - 11:30 AM**

**Venue : Meeting Room**

The scheduled meeting of member of Board of Studies (BoS) of Department of Management Studies, School of Studies of Commerce and Management, Guru Ghasidas Vishwavidyalaya, Bilaspur was held to design and discuss the MBA CBCS scheme and syllabi.

The following members were present in the meeting:

1. Prof. Sanjeev Parashar (External Expert Member IIM Raipur)
2. Dr. B.D. Mishra (HOD, Associate Prof., Department of Management Studies-cum Chairman BOS)
3. Prof. Harish Kumar (Member BoS, Professor, Dept. of Management Studies)
4. Dr. Mrs. Bobby B. Pandey (Member BoS, Assistant Professor, Dept. of Management Studies)

Following points were discussed during the meeting

1. Update the list of suggested reading and syllabus
2. Marketing specialization
3. Course structure and examination scheme

The committee discussed and approved the scheme and syllabi. The following course were revised in the MBA Third Semester in marketing specialization :

- ❖ Integrated marketing communication

The following new courses were introduced in the MBA Programme (Third Semester):

1. Integrated Marketing Communication
2. Indian Financial System
3. Application of Excel in Finance
4. Stress Management
5. Digital Marketing

Signature & Seal of HoD

  
अध्यक्ष  
HEAD  
प्रमुख अध्यक्ष विभाग  
Department of Management Studies  
गुरु घासीदास विश्वविद्यालय  
Guru Ghasidas Vishwavidyalaya  
बिलासपुर (छत्तीसगढ़)  
Bilaspur (Chhattisgarh)



Minutes of the Meeting of Board of Studies in Management held on 10<sup>th</sup> November, 2021

A meeting of the Board of Studies in Management was held on 10<sup>th</sup> November, 2021 through online mode.

The following members were present:

- |                            |   |                                     |
|----------------------------|---|-------------------------------------|
| 1. Dr. B D Mishra          | - | Head of the Department and Chairman |
| 2. Prof. Sanjeev Prashar   | - | External Member                     |
| 3. Prof. Harish Kumar      | - | Member                              |
| 4. Dr. Mrs. Bobby B Pandey | - | Member                              |

The Board had a detailed discussion on the proposed syllabus for introduction of CBCS in MBA Program from the session 2021- 22. After deliberations the following decisions were taken:

- It was decided to update the list of suggested readings in the syllabus placed before the Board.
- It was also resolved to replace the paper **Advertising and Sales Promotion** in third semester Marketing Specialization with the paper **Integrated Marketing Communication**.
- The course structure and Examination Scheme was approved by the Board.
- The Board also approved the Syllabus under CBCS from session 2021-22 after incorporating the suggestions made above.

The Board approved the Revised Syllabus and following new courses will be effective from the session 2021-22 after incorporation of the above recommendations.

New Courses:

1. Integrated Marketing Communication
2. Indian Financial System
3. Application of Excel in Finance
4. Stress Management
5. Digital Marketing

The meeting ended with thanks to the chair.

Dr. B. D. Mishra

(Chairman)

HEAD

प्राच्य अध्ययन विभाग  
Department of Management Studies  
गुरु घासीदास विश्वविद्यालय  
Guru Ghasidas Vishwavidyalaya  
बिलासपुर (छत्तीसगढ़)  
Bilaspur (Chhattisgarh)

Prof. Sanjeev Prashar

(External Expert)

(online)

Prof. Harish Kumar

(Member)

Dr. Mrs. Bobby B. Pandey

(Member)



## Scheme and Syllabus

Guru Ghasidas Vishwavidyalaya (A Central University of Bilaspur), Koni (C.G.)

MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME

From Session 2021-22 Onwards (CBCS Course Structure)

**MBA – (II Year) III Semester**

Discipline Specific Elective (DSE) – Marketing (M) Area

MSPCTD05: **Integrated Marketing Communication**

**Objectives**

The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication programme. **(4 Credits)**

At the end of this course, the students will be able to:

1. Participants will learn about multiple communication channels, the advantages, and disadvantages of each type of communication that will enhance their crucial and analytical skills.
2. Students will learn the core concepts which equip them to take better decision by relying on gained functional knowledge about marketing communication.
3. Participants will learn the holistic development of promotional mix and how to utilize the promotional mix in decision making to evaluate and solve the business problems.
4. Students will learn the overall and holistic decision making as which kind of communication strategy is best suitable for a business. This will also equip them to make informed decision during uncertainty and help business during crisis.

**Learning Outcomes**

**Note for semester-end external examination**


Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are to be answered.

**Course Contents:**

**Time allowed: 3 Hrs. Maximum Marks: 70 Minimum Pass Marks: 28**  
Introduction to IMC, IMC as an Integral Part of Marketing, IMC Process, Understanding Consumer Behaviour, Understanding the Communication Process, Understanding the Advertising and Promotion World, Advertising Management, Advertising Strategy: Creative Execution in Print and Broadcast Media, Advertising Agency, Point of Purchase Advertising, Sales Promotion Management, Trade-oriented Sales Promotion, Customer-oriented Sales Promotion, Direct Marketing Management, Database Marketing, Personal Selling Management, Hiring and Motivating the Sales Force, Public Relations Management, Event and Sponsorship Management, Communication via New Media, Mobile Marketing Communication, Corporate Image Management and Brand Building, Integrating Global Marketing Communication, Measuring, Monitoring and Evaluation of IMC Ethical and Social Perspectives.

**Suggested Readings:**

1. Kriti Dutta, Integrated Marketing Communications, Oxford University Press. Delhi.
  2. Kruti Shah, Advertising and Integrated Marketing Communication, McGraw Hill.
  3. Georg E. Belch, Michael A. Belch, Keyoor Purani, Advertising and Promotions: An integrated marketing communications perspective, Ninth Edition (2009) Tata McGraw Hill.
  4. S H H Kazmi, Satish K Batra (2009) Advertising And Sales Promotion, Publisher- Excel Books.
  5. John R. Rossiter, Larry Percy (1997), Advertising Communications and Promotion Management, McGraw-Hill.
  6. Chris Hackley, Rungpaka Amy Hackley (2021), Advertising and Promotion, Publisher- SAGE Publications.
- The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.

  
अध्यक्ष  
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MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME  
From Session 2021-22 Onwards (CBCS Course Structure)

**MBA – (II Year) III Semester**

**Open Elective: (MSPCTO01)**

**Indian Financial System**

<b>Objectives</b>	This course aims at providing the students the intricacies of Indian financial system for better financial decision making. <b>(4 Credits)</b>
<b>Learning Outcomes</b>	Upon the completion of the course the students will be able to: 1. Appreciate the role of financial system in an economy. 2. Understand the nature and scope of different financial institutions, markets and services. 3. Understand and analyse different financial instruments.
<b>Note for semester-end external examination</b>	Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t <b>Time allowed: 3 Hrs. Maximum Marks: 70 Minimum Pass Marks: 28</b>
<b>Course Contents:</b>	<b>Financial System:</b> Introduction– Meaning – Classification of Financial System. Financial Markets – Functions and Significance of Primary Market, Secondary Market, Capital Market, and Money Market. <b>Financial Institutions:</b> Types of Banking and Non-Banking Financial Institutions. Constitution, Development Banks. <b>Commercial Banks:</b> Introduction: Role of Commercial Banks – Functions of Commercial Banks – Primary Functions and Secondary Functions – Investment Policy of Commercial Banks. Narasimham Committee Report on Banking Sector Reforms. <b>Regulatory Institutions:</b> Reserve Bank of India (RBI): Organization – Objectives – Role and Functions. The Securities Exchange Board of India (SEBI) – Organization and Objectives. <b>Financial Services:</b> Meaning and Definition – Features – Importance. Types of Financial Services – Factoring, Leasing, Venture Capital, Consumer Finance – Housing and Vehicle Finance, Fin Tech and Financial Services.
<b>Suggested Readings:</b>	1. Khan M. Y. (2019) Indian Financial System, 11/e, McGraw-Hill Education. 2. Machiraju (2002), 'Indian Financial System' – Vikas Publishing House, 2nd Edition. 3. Varshney P.N., & Mittal D.K. (2002), 'Indian Financial System', Sultan Chand & Sons, New Delhi. 4. Bharati V. Pathak · 2014, Indian Financial System, Pearson Education India. 5. Murthy, D.K. (2010), Indian Financial System, I. K. International Publishing House Pvt. Limited.

The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.



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MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME  
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**MBA – (II Year) III Semester**

**Open Elective: (MSPCTO02)**

**Application of Excel in Finance**

**Objectives**

This course is intended toward students who wish to implement the concepts of finance studied in introductory and other finance courses using Microsoft Excel. The course provides students with the opportunity to develop the skills needed to build financial models. The course primarily focuses on models used for valuation, capital budgeting, cost of capital and portfolio models. (4 Credits)

At the conclusion of the course, the students will be able to:

1. Demonstrate how to apply basic and advanced functions in Excel.
2. Become knowledgeable about the intricacies of Excel, including shortcuts, functions, and graphical displays.
3. Use Excel to build models for financial, statistical and investment concepts.
4. Apply corporate finance, accounting and investment concepts in the Excel framework.
5. Implement portfolio optimization models to calculate efficient portfolios and the efficient frontier.
6. Gain experience using real-world data.
7. Collaborate alongside other students during class exercises.

**Learning Outcomes**

**Note for semester-end external examination**

Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t

**Time allowed: 3 Hrs. Maximum Marks: 70 Minimum Pass Marks: 28**

**Course Contents:**

Introduction to Excel and Basic Financial Calculations.  
The Basic Financial Statements & Financial Statement Analysis Tools.  
The Time Value of Money, Common Stock Valuation & Bond Valuation.  
The Cost of Capital & Capital Budgeting.  
Portfolio Statistics and Diversification & Advanced Excel Functions.

**Suggested Readings:**

1. Chandan Sengupta · 2004, Financial Modeling Using Excel and VBA, Publisher- Wiley.
2. Danielle Stein Fairhurst, Financial Modelling in Excel for Dummies, Wiley.
3. Timothy R. Mayes, Financial Analysis with Microsoft Excel, Cengage India Private Limited.
4. Emilio Aleu · (2017), The Personal Finance Application, Publisher- Author House.
5. Sue Nugus · (2009), Financial Planning Using Excel Forecasting, Planning and Budgeting Techniques, Elsevier Science.

The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.





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MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME  
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**MBA – (II Year) III Semester**

**Open Elective: (MSPCTO03)**

**Stress Management**

**Objectives**

The course is planned for the students who want to augment their knowledge and skills in the area of Stress Management. The overall objective of the course is to make the students able to comprehend the meaning, causes, effects and symptoms of stress and to use measures available to cope up with and manage stress. **(4 Credits)**

Upon the completion of the course the participants will be able to:

1. Understand the nature of stress.
2. Identify stressors/triggers which may cause stress.
3. Recognize physiological and psychological effects of stress.
4. Comprehend the symptoms of stress.
5. Learn how to use the techniques/strategies of stress management effectively.

**Learning Outcomes**

**Note for semester-end external examination**

Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t

**Time allowed: 3 Hrs. Maximum Marks: 70 Minimum Pass Marks: 28**

**Course Contents:**

Meaning and Definition of Stress as well as Stress Management, Eustress and Distress. Sources/Causes of Stress: Psychological, Social, Environmental, Academic, Family and Work Stress. Effects of Stress: Physiological, Psychological and Social Effects. Response to Stress: Fight or Flight. Symptoms of Stress: Headaches, Fatigue, Gastrointestinal problems, Hypertension, Heart problems, Lack of concentration, Sleep disturbances, Anxiety, Sexual problems. Behavioural Changes: Irritability, Disruptive eating patterns: Over eating and under eating, Increased smoking or alcohol consumption. Stress Coping and Management Techniques/Strategies: Exercise, Time Management, Relaxation, Meditation, Proper Sleep, Proper Food Habits, Organizing Oneself, Deep Breathing, Biofeedback.

**Suggested Readings:**

1. Chen, D. (2016). Stress management and prevention: Applications to daily life (3rd ed.). New York: Routledge. ISBN 978-1138906280.
2. Davis, M., Eshelman, E., & McCay, M. (2008). The relaxation and stress reduction work book (6th ed.). Oakland, CA: New Harbinger. ISBN 9781572245495.
3. Greenberg, J.S. (2017). Comprehensive stress management (14th ed. ). Boston: McGraw-Hill. ISBN: 9781259848247
4. Pestonjee, D. M. (1998) Stress and Coping: The Indian Experience, SAGE Publications Pvt. Ltd; Second Edition.



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**MBA – (II Year) III Semester**

**Open Elective: (MSPCTO04)**

**Digital Marketing**

**Objectives**

The course is designed to impart the participants with the knowledge, concepts and skills needed in marketing through digital channels. Participation in digital space is imperative for both business and social organizations. The theories and models applicable require a revisit as digital marketing is not same as offline marketing. The course seeks to familiarize the participants with the concepts and techniques applicable to digital marketing. **(4 Credits)**

Upon the completion of the course the participants will be able to:

1. Appreciation of difference and similarities between non-digital and digital marketing
2. Understanding consumer behaviour on digital media
3. Learning to develop digital strategy
4. Understanding social media marketing
5. Understanding social media, web analytics

**Learning Outcomes**

**Note for semester-end external examination**

Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t

**Time allowed: 3 Hrs. Maximum Marks: 70 Minimum Pass Marks: 28**

**Course Contents:**

Internet penetration and digital commerce; Social media; Similarities and differences between online and offline marketing; Internet Marketing in India; Business response to emerging digital revolution.

Digital marketing strategy; Digital conversion funnel: customer acquisition, conversion and retention; Acquisition: search engine optimization; paid advertising, search advertising, display advertising, social media marketing, email marketing; measuring success of search engine optimization,

**Social Media analytics:** data type and collection, structured and semi-structured data, social media metrics, social media ROI, Social networks and social network analysis; Social media analytics with unstructured data: text mining, social customer relationship management, text mining for communication and reputation management; Big data, Introduction to Direct Marketing, Multi-level Marketing and Retail Marketing, Mobile Marketing, E-marketing; Internet marketing strategy: content marketing.

**Suggested Readings:**

1. Aslam K (2017). The 7 Critical Principles of Effective Digital Marketing. Arizona: Scottsdale, The Stone Soup Hustler Publication.
2. Bly R.W. (2018). The Digital Marketing Handbook. Entrepreneur Press.
3. Giovannoni, E (2018). The Digital Marketing Planning. Brisbane: Chasefive.com.
4. Maity, M (2017). Internet Marketing. New Delhi: Oxford University Press Faculty of Management Studies, University of Delhi.
5. Rayan D and Russ, H (2017). Digital Marketing for Dummies. NJ: John Wiley.

The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.



**गुरु घासीदास विश्वविद्यालय**  
(केन्द्रीय विश्वविद्यालय अधिनियम 2009 क्र. 25 के अंतर्गत स्थापित केन्द्रीय विश्वविद्यालय)  
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