

**MINUTES OF THE MEETING OF BOARD OF STUDIES HELD ON 07/06/2022**

A meeting of Board of Studies was held on 07/06/2022 at 11:00 AM through online mode . The following members were present:

1. Dr. B.D. Mishra (Chairman)
2. Prof Sanjeev Parashar( External Expert)
3. Prof. Harish Kumar (Member)
4. Dr. B.B. Pandey (Member)

The Board had a detailed discussion on the proposed changes in the courses , Principles of Management Indian Ethos and Values of MBA I Sem, and Strategic Management of MBA IV Sem. Few suggestions were made by the honorable members. The Board approved revised syllabus after incorporating the suggestions made .The syllabus will be effective from the session 2022-23.

The Board approved the Revised Syllabus and following new courses after incorporation of the above recommendations.

**New Courses:**

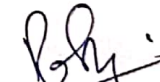
1. Principles and Practice of Management
2. Indian Ethos and Values
3. Research Methodology and Publication Ethics
4. Strategic Management

Meeting ended with thanks to the chair.

  
Dr. B.D. Mishra

Prof Sanjeev Parashar

  
Prof. Harish Kumar

  
Dr. B.B. Pandey

(Chairman)  
HEAD

( External Expert)  
(Joined online)

(Member)

(Member)

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

Revised Syllabus

MBA – (I Year) I Semester

Core: (MSPATT01)

Principles and Practice of Management

Objectives

The objective of this paper is to familiarize the students with basic management concepts. Besides, students will also be made learn about how these concepts are put to practice in organizations. (4 Credits)

Learning Outcomes

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

1. Demonstrate the ability to directing ,leadership and communicate effectively.
2. Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
3. Assess managerial practices and choices relative to ethical principles and standards.

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:

School of Management Thought: Evolution of Management thought, Systems and Contingency approach of management, Decision Theory School. Managerial processes, functions, skills and roles in an organization. Management Thoughts In Indian Epics. Nature, process and techniques of Planning, Organizing, Staffing, Directing, Coordinating and Controlling. Decision Making, Leading, Communicating and motivating. Leadership and Influence Process: Concept, Styles and Theories. Leadership attributes and performance from Vidur Niti. Understanding and Managing Organizational Systems, Organizational design and structure.



अध्यक्ष  
HEAD

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Bilaspur (Chhattisgarh)

Functional Areas of Management: Human Resource Management, Marketing Management, Financial Management, Production/Operations Management.

**Suggested Readings:**

1. Harold Koontz and Cyril O'Donnell (2000), Essentials of Management, Tata McGraw Hill.
2. L M Prasad (2020), Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
3. Robbins S.P. (2010), Coulter Mary and Niharika Vohra, Management by Pearson Education (10th edition).
4. Robbins, S. P., & Anderson (2016), I. Fundamentals of Management (8th Canadian ed.). Pearson Education, Canada.
5. William H. Newman and E. Kirby Warren (2008), The Process of Management: Concepts, Behaviour and Practice, Prentice Hall.
6. Anamika Patel (2020). "Leadership Attributes Good vs. Bad- Lessons from Vidur Neeti (Mahabharata)". International Journal of Religious and Cultural ISSN: 2656-694x, Volume-2 Issue-1.
7. "Management Thoughts In Indian Epics". Retrieved from <https://www.mbakno1.com/business-ethics/management-thoughts-in-indian-epics/>

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

*Arise*



**MBA – (I Year) I Semester**

**Core: (MSPATT06)**

**Indian Ethos and Values**

**Objectives**

The objective of this paper is to provide an understanding of basic Indian values and ethos and their significance in management. (4 Credits)

**Learning Outcomes**

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

1. Develop an understanding of Indian value system and its application in managerial practices and their perspectives.
2. Practice value-based management and ethical norms in business.
3. Use the knowledge and skills acquired through Indian Scriptures to come up with novel-solutions to real world problems.

**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:**

Model of Management in the Indian Socio-Political Environment. Work Ethos. Indian Heritage in Production and Consumption. Indian Insight into TQM. Problems Relating to Stress in Corporate Management- Indian Perspective. Teaching Ethics. Trans-cultural Human Values in Management Education. Relevance of Values in Management. Need for Values in Global Change- Indian Perspective; Values for Managers. Holistic Approach for Managers in Decision Making. Secular Versus Spiritual Values in Management. Personal Growth and Lessons from Ancient Indian Educational System. Science and Human Values.

Leadership Lessons from Srimad Bhagavad Gita.

Environmentally Responsible Business; Lessons from Indian Scriptures.

Corporate Governance from Ancient Indian Scriptures

Values and Ethical lessons from Ramayana and Mahabharata.

*Bhise*  
अध्यक्ष  
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Guru Shastri Das Vidyalaya  
वितासपुर (जसीसगढ)  
Vitaspur (Jasasingarh)

### Suggested Readings:

1. Kaushal, Shyam L. (2008). Business Ethics: Concepts, Crises and Solutions. New Delhi: Deep & Deep Publications Pvt. Ltd.
2. Khandelwal, N.M. (2011). Indian Ethos and Values for Managers. Himalayan Publications.
3. Chaturvedi, B. (2006). The Mahabharata: An Inquiry in the Human Condition. Orient Longman.
4. Das, G. (2009). The Difficulty of Being Good, On the Subtle Art of Dharma. India: Penguin Books.
5. Kautilya's Arthashastra (2016), King, Governance, and Law in Ancient India. Oxford University Press.
6. Sharma, Subhash. (2000). Management in New Age- Western Windows Eastern Doors. New Age.
7. Sharma, J.P. (2016). Corporate Governance, Business Ethics and CSR. ANE Publications.
8. Corporate Governance in Vedas and Upanishad' by S. Aishwarya, Shri S.S.S Jain College for women, T. Nagar, Chennai and Ms. Sima Kumari, Assistant Professor, Delhi school of Professional Studies and Research. Retrieved from <https://docplayer.net/37509018-Topic-corporate-governance-in-vedas-and-upanishads.html>
9. 'Influence of Ancient Indian Scriptures on Corporate Governance Framework' by Mr. Santosh T.R and Dr. Reji M.A of St. Peters College Kolenchery, Ernakulam, Kerala. Retrieved from file:///C:/Users/pc/Downloads/INFLUENCE\_OF\_ANCIENT\_INDIAN\_SCRIPTURES\_O.pdf
10. Tripti Sahu & Nitin Ranjan (2019). "Environmentally Responsible Business; lessons from Indian Mythology". International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075, Volume-9 Issue-2.

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

Drishu



**MBA – (I Year) II Semester**

**Mandatory Course: (MSPBTC01)**

**Research Methodology and Publication Ethics**

**Objectives**

The objective of the course is to equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making. Besides, the students will also learn about ethical aspects related to research and publication. **(4 Credits)**

**Learning Outcomes**

On successful completion of this course, the learner will be able to apply various research tools for carrying out effective research for decisions business and will able to know the basics of publication ethics.

**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:**

**Research Methodology:** Nature and Scope of Research Methodology, Scientific Inquiry and Study of social Phenomenon, Problem Formulation and Statement of Research Objectives, Research Process, Research Designs: Exploratory, Descriptive and Experimental Research Designs, Qualitative and Quantitative Research, Hypothesis-Meaning and role in Research, Hypothesis testing Methods (Chi-square test). Methods of Data Collection and its Measurement: Observational and Survey Methods, Case studies, Schedule and Questionnaire, Data sources: Primary and Secondary. Scales: Need for scales, Scaling Procedures- Thurston type, Likert type, Bogardus type, Semantic differentials, Sampling Design: Meaning, Types and Utility, Determination of the Sample Size, Sampling and Non-Sampling Errors, Sampling Tests (Z tests, T tests, F tests). Research Report: Research Report Writing, Research Abstracts, Research Proposals.

**Publication Ethics:** Philosophy and Ethics, Introduction to Ethics - What Ethics is? Principles of Ethics, Business Ethics, Professional Ethics, Sources of Learning Ethics, Significance of Ethics in Research and Publication: Informed Consent, Plagiarism, Self-Plagiarism, Authorship, Research with Human Subjects, Research Misconduct, How Reliable Statistics is? Predatory Publishers and Journals, Conflicts of Interest, Indexing and Citation Databases, Impact Factor and Matrics, Plagiarism Detection Tools, Obligations of Researchers, Ensuring Ethics in Research and Publication

**Suggested Readings:**

1. Kothari, C.R. (2019). Research Methodology, New Age International, New Delhi.
2. Taylor, B. (2006). Research Methodology: A Guide for Researchers in Management and Social Sciences. Prentice Hall India Learning Private Limited.
3. Fowler, Floyd, J. JR. (2009). Survey Methods, Sage Publication, New Delhi
4. Gupta, S.P. (2001). Statistical Methods (30th ed.). New Delhi: Sultan Chand.
5. Geoffrey R. Marczyk (2005). Essentials of research design and methodology. Wiley.
6. Kumar, R. (2014). Research Methodology: A Step-by-Step Guide for Beginners. Sage Publications Inc.
7. Flick, U. (2011). Introducing Research Methodology: A Beginner's Guide to Doing a Research Project. Sage Publications Inc.

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



MBA – (II Year) IV Semester

Core: (MSPDTT01)

**Strategic Management**

**Objectives**

The objective of this course is to develop understanding about strategic processes and their Impact on a firm. (4 Credits)

**Learning Outcomes**

After completion of the course, student will be able to

1. Explore participants to various perspectives and concepts in the field of Strategic Management.
2. Exposure to concepts and skills for solution of strategic issues in Indian Epics.
3. Create mastery in analytical tools of strategic management.

**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.

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

**Course Contents:**

Business policy- An introduction Overview of SM- meaning & definition of strategy. Process of Strategic management. Role of strategists in Strategic management. Strategic intent -vision, mission, goal & objectives. Environment appraisal- sectors of scanning, method and techniques of E-scanning. Organizational appraisal- internal analysis, methods and techniques of organizational appraisal, Strategic advantage profile. Corporate level strategies- grand strategies, stability strategies, expansion strategies, retrenchment strategies Business level strategies, tactics for business strategies. Strategic analysis and choice- corporate level strategic analysis, business level strategic analysis, and subjective factors in strategic choice. Strategy implementation- project implementation, Procedural implementation, Structural implementation, Behavioral implementation, Functional and operational implementation. Strategy evaluation and control- Evaluation techniques for operational control.

*Dhristi*

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HEAD

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**Strategic Management Models & Indian Epics. Strategic Management issues Mahabharata and Ramayana. Lessons of Strategic Management from Mahabharata and Bhagavad Gita with reference to VidurNiti of Udyog Parva**

**Suggested Readings:**

1. Azhar Kazmi (2020), Business Policy and Strategic Management.
2. Ansoff, H Igor et. al (2018). Implanting Strategic Management. Palgrave Mc Millan
3. Budhiraja, S. B., and Athreya, M. B. (2002). Cases in Strategic Management. Tata McGraw Hill, New Delhi.
4. Hamel, G., and Prahalad, C. K. (1994). Competing for the Future. Harvard Business School Press.
5. Chakravorty, S. K. (1993). Managerial Transformation Through Values. Sage, New Delhi.
6. Kennedy B. Reed, Virginia Tech(2020), Strategic Management. Virginia Tech Publishing
7. R. Maheshwari, Saurabh Agrawal, (2020). Strategic Management: Revised Edition. SBPD Publishing House, Agra.
8. Garth Saloner, Andrea Shepard, Joel Podolny(2005). Strategic Management. Wiley; 1st edition.
9. Allen C. Amason, Andrew War(2020). Strategic Management: From Theory to Practice. Routledge; 2nd Edition.
10. Jeffrey H. Dyer, Paul C. Godfrey, Robert J. Jensen, David J. Bryce(2019). Strategic Management: Concepts and Cases, Wiley; 3rd Edition
11. Dr. P. S. Aithal & Prof. R. K. Acharya, (2016) " Strategic Management Models & Indian Epics ", International Journal of Management Sciences and Business Research. ISSN (2226-8235) Vol-5, Issue 4
12. Karnika Gupta & Ishu Garg, (2020) " Lessons of Strategic Management From Mahabharata and Bhagavad Gita ", Apeejay Journal of Management & Technology . Vol. 15, Number 1 & 2.
13. Prof Brijesh Singh & Dr B N Balaji Singh. A Strategic Management Approach to India's Classical Wisdom: RAMAYANA" ABSTRACT NO.: R119. Retrieved from <https://www.google.com/search?q=9.+Prof+Brijesh+Singh+%26+Dr+B+N+Balaji+Singh.+A+Strategic+Management+Approach+to+India%E2%80%99s+Classical+Wisdom%3A+RAMAYANA%E2%80%9D+ABSTRACT+NO.%3A+R119&oq=9.%09Prof+Brijesh+Singh+%26+Dr+B+N+Balaji+Singh.+A+Strategic+Management+Approach+to+India%E2%80%99s+Classical+Wisdom%3A+RAMAYANA%E2%80%9D+ABSTRACT+NO.%3A+R119&aqs=chrome..69i57j0j15&sourceid=chrome&ie=UTF-8>

*Brijesh*