



SPOKEN ARABIC - II

Course Code: SBS-GE-002

Max Marks: 100 (Mid-Term=50; End-Term=50) Credits: 4 (L =3, T=1, P=0)

OBJECTIVES: *To enable student to write and speak Modern Spoken Arabic with special emphasis on tourism related techniques in business administration. A special emphasis will be laid on communication i.e. speaking skill.*

- الوحدة الواحدة الأولى
- الجملة الاسمية (المبتدأ والخبر)
- التذكير التأنيث و
- الوحدة الثانية:
- الجملة الفعلية
- الفعل الماضي
- الفعل المضارع
- الفعل المنفي (والمضارع الماضي)
- الوحدة الثالثة
- الأمر

Suggested Readings:

1. Arabic Made East, by Abul Hashim
 2. New Arabic Course, by Prof. V. Abdur Rahim
 3. Learn Modern Arabic, by Dr. Mohammad Ajmal
 4. Let's Speak Arabic, by S.A. Rahman
- المقترحة لكتبا:
1. للمبتدئين العربية اللغة - تدرس،
فاروقياحمدزبيربروفيسر
وأخرون
2. اللغتيبروفيسر، الوظيفة العربية
شفيق الندويخانأحمد
وأخرون

Note: *The schedule for case discussion shall be announced by the concerned faculty in the class.*



DERIVATIVES AND RISK MANAGEMENT

Course Code: MBA-DE-906

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

OBJECTIVES: *To develop students' comprehensive understanding & implementing acumen and skills of financial derivatives in terms of concepts, structure, instruments and trading strategies for profit and Risk Measurement and Management.*

UNIT –I Concept, types, Purpose, Uses and Critique of Derivatives: Financial and Non-Financial Derivatives: Structure and Evolution of Derivative Markets in India: Financial Derivatives Products and Regulatory Framework of Derivatives. Derivative Myths. Derivative Mishaps and lessons Learnt .Latest issues and developments

UNIT –II Nature and Structure of forward contracts, delivery and settlement of contracts, role of forward markets; Types of forwards contracts: equity, interest rate and bonds, currency, and commodity forward; pricing and valuation of equity contracts. Nature of futures contracts, role of clearing house, daily settlement, margins, price limits, delivery and settlement; types of futures: index, currency futures, commodity and equity. Pricing and Valuation of equity futures

UNIT –III Characteristics of options, moneyness of options; types: call options, put options, options on futures and Currency Options; Pay-Offs of Options. Trading and risk management with Options, hedging with Options. Pricing of Options; Option Pricing Models: Black-Scholes and Binomial; Put-Call Parity and Synthetic Options. Concept, and features of Swaps. Types of Swaps: Currency, Equity and Interest rate Swaps.

UNIT –IV Defining Risk, Need for Risk Management .Measurement of various Risks: Market, IR,Credit, Currency, Liquidity & Insolvency and Enterprise-wide risk, Off-Balance-sheet Risk Management, Management of Derivatives Exposure. Corporate and Institutional Risk management: Risk Management and Shareholder Value, Capital structure and Hedging; VaR, Back Testing, Stress Testing , Internal Control Systems.

Suggested Readings:

1. John C.Hull, "Options, Futures and other Derivatives", Pearson Education, New Delhi.
2. Franklin R.Edwards, " Futures and Options", Tata Mc Graw Hill. New Delhi
3. Vohra, N.D., Bagri, B. R., Future and Options, Tata McGraw-Hill , New Delhi
4. V.K.Bhalla, "Financial Derivatives and risk Management", S.Chand. New Delhi.
5. Chance, "Introduction to derivatives and Risk Management", Thomson Learning, New Delhi.
6. Kevin, S, Commodity and Financial Derivatives, Prentice Hall India. New Delhi.

Note: *The schedule for case discussion shall be announced by the concerned faculty in the class.*



ISLAMIC FINANCE AND INVESTMENT

Course Code: MBA-DE-907

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

OBJECTIVES: *To make students aware about basic concepts related to Islamic finance.*

UNIT –I

Modern history of Islamic Banking and financial services, Principles of IB&F, Islamic Banking Vs Commercial conventional banking, reasons behind the prohibition of interest in Islamic finance. Monetary and Fiscal policies in an Islamic economy, financial and capital market policies: features of Islamic capital markets, the equities market, implication for cost of capital, Asset based securities.

UNIT –II

Current Account deposits (wadhah/Qard), Saving account (Wadhah/Mudaraba) Deposits, investment (Mudaraba) Deposits, Trustee partnership facility, joint venture (Musharakha) facility, Leasing (Ijara) facility, Deferred delivery sale (Salam) facility, Manufacture-Sale (Istisna) facility, Repurchase (Bai-al_Einah) Bill, Discounting/Factoring (Bai-al-Dayn). Sukuk (Islamic Bond). Insurance (Kafal): Tabbaru (Donation) Based Takaful and Mudaraba Based Takaful

UNIT –III

Credit risk assessment models, credit risk valuation and mitigation. Credit rating system. Validating the credit rating system. Market risk in Islamic Finance: identification of market risk factors, rate of return risk, commodity risk, market risk valuation models. , Operational risk in Islamic Finance: main elements in operational risk analysis, identification and measuring operational risks, elements in the framework of the operational risk management

UNIT –IV

Legal challenges, developing an efficient regulatory framework. Special requirements of Islamic banking. Regulatory institutions, Role of IDB, Islamic financial services board, social responsibilities, structures and variations of Shariah Supervisory Boards.

Suggested Readings:

1. Introduction to Islamic Finance: Theory & Practice, Zamir Iqbal and Abbas Mirakhor (2nd Edition) wiley Finance.
2. Islamic Financial Srvices, Mohammad Obaidullah, King Abdul Aziz University Press.
3. Financial Risk and Management for Islamic Banking & Finance, IoannisAkkizdis and Sunil Kumar Khandelwal (Palgrave Mcmillan)
4. Modern Islamic Banking: Products and Processes in practice; Natalie Schoon (Wiley Finance), Edition.
5. Journals: (Journal of Islamic banking and finance ;International journal of Islamic finance ;Journal of Islamic banking ; Journal of Islamic finance and research papers)

Note: *The schedule for case discussion shall be announced by the concerned faculty in the class.*



LEADERSHIP DYNAMICS AND TEAM BUILDING

Course Code: MBA-DE-608

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

OBJECTIVES: *To discuss with students various aspects of leadership and Team Building and to develop basic understanding about the leadership and help in working as team members. To enhance one's own self-awareness and to be able to understand others to work effectively in organizational goals.*

UNIT –I Leadership for building effective teams. Corporate Leadership, Leadership Behavior, Women leaders, ethical issues in Leadership.

UNIT –II Leadership Traits , Motives and Characteristics, Leadership Approaches and Models , Leadership Theories , Value Based Leadership , Transformation Leadership Theory , Transactional Leadership Theory , Psychodynamic approach to leadership.

UNIT –III Emotional and cultural Intelligence of leadership, authentic leadership, leadership Experience from Indian corporate leaders, developing powerful persuasion strategies, Spiritual Foundations of leadership; Personality assessment and tests. Impression Management and formation.

UNIT –IV Work teams, dynamics of team formation, Shared vision, Visionary leadership, Team Leadership, Leadership development for effective teams, Team Interventions, Group decision-making; Creativity in Group decision-making; Group decision-making techniques.

Suggested Readings:

1. Keith Lewis, Human Resource Development, Oxford Publisher London
2. Luthans Fred: Organizational Behavior , McGraw Hill
3. Covey , S. Seven Habits of Highly Effective people
4. Myers , Salma ,G Team Building for diverse work groups , Wheeler Publishing
5. Bennis W.G. Eassay in Interpersonal Dynamics, Dorsey Press
6. Moore, M.D., Inside, Organizations:Understanding the Human Dimensions, London, Sage
7. Mainiero, L.A. & Tromley, C.L. Developing Managerial Skills In OB, New Delhi.
8. Journals: (HRD Review, Human Capital-Magazine, Harvard Business Review).

Note: *The schedule for case discussion shall be announced by the concerned faculty in the class.*



ORGANIZATIONAL DEVELOPMENT

Course Code: MBA-DE-602

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

OBJECTIVES: *To familiarize the students with the diagnosis of organizational health and performance and the ability of the organization to adapt to change and to enable the students to act as organizational development facilitators using the knowledge and techniques of behavioural science.*

UNIT –I Organizational Development –objectives, concept, characteristics, theories: force field analysis, Lewin’s three step model, challenges of OD in the current globalized world.

UNIT –II Change Models: First and second order Change Model, Dimension of Organizational design-concept, basic parts of an organization strategy and structure, restructuring strategies, organizational diagnosis, Weisbord’s model, diagnostic Tools

UNIT –III OD interventions -concepts, nature and classification: OD interventions and traditional interventions, Structural and the application of OD interventions,

UNIT –IV OD Consultants-Internal & External Consultants change agent-role. Approaches and process Research on Organizational Development: Ethical issues in various stages of OD; Ethics of OD professionals: future of OD, Salient issues in Organizational Development.

Suggested Readings:

1. French W H And Bell Ch , Organization Development, Prentice Hall of India, New Delhi
2. Huse F E And Cumming T G , Organizational Development and Change, New York West, 1985
3. Khandwalla D W, Organizational Designs for Excellence, Tata Mcgraw Hills,
4. French W L, Organizational Development Theory, Practice And Research, Universal Book Staff, New Delhi
5. De Nitish, Alternative Designs of Human Organizations, London, Sage, 1988
6. Harvey, D F And Brown D R , An Experiential Approach to Organizational Development, Englewood Clif, New Jersey, Prentice Hall Inc 1990.
7. Journals (HBR; HRD Review, Human Values)

Note: *The schedule for case discussion shall be announced by the concerned faculty in the class.*



CONSUMER BEHAVIOUR

Course Code: MBA-DE-501

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

OBJECTIVES: *To broaden student understanding of consumer behavior, decision making by consumers, behavior variables and influences on consumer behavior.*

UNIT –I

Meaning & Definition of Consumer behaviour, Difference between consumer & Customer, Nature & characteristics of Indian Consumers, consumer decision making process, evaluation criteria and decision rules, Levels of Consumer Decision Making. Motivation, Needs, Goals, Positive & Negative Motivation, Motivation Process. Perception & Marketing implications, Elements of Perception, Dynamics of Perception.

UNIT –II

Personality, Theories of Personality and Marketing Strategy. Applications of Personality concepts in Marketing, Self and Self-Image. Elements of Consumer Learning, Motivation, Cues, Response, Reinforcement, Marketing Applications of Behavioural Learning Theories, Classical Conditioning Pavlovian Model, Neo-Pavlovian Model, Instrumental Conditioning. Attitude and Models of Attitude and Marketing Implication. Social class & Social status, the dynamics of status consumption, Features of Social Class, Five Social-Class Categories in India.

UNIT –III

Culture, Characteristics, Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviour. Subculture division and consumption pattern in India, Types of subcultures. The changing structure of family, types of families, Family decision making and consumption related roles, Key family consumption roles, Dynamics of husband-wife decision making, The expanding role of children in family decision making, The family life cycle & marketing strategy, Traditional family life cycle & marketing implications. Reference Groups, Factors that affect reference group influence, Types of reference groups, Friendship groups, Shopping groups, Work groups, Virtual groups, Consumer-action groups, reference group appeals, Celebrities

UNIT –IV

Opinion Leadership: Dynamics of opinion leadership process, Measurement of opinion leadership, Market Mavens, Opinion Leadership & Marketing Strategy, Creation of Opinion Leaders. Diffusion of Innovations: Diffusion Process (Innovation, Communication channels, Social System, Time) Adoption Process: Stages, categories of adopters. Post Purchase Processes, Customer Satisfaction, and customer commitment: Post purchase dissonance, Product use and non use, Disposition, Product disposition. Models of consumer behavior- Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models.

Suggested Readings:

1. Consumer Behaviour - Leon Schiffman, Lesslie Kanuk, 10/e, Pearson.
2. Consumer behaviour - Jay D. Lindquist, Joseph Sirgy, 1/e, Cengage Learning.
3. Consumer Behaviour - Henry Asseal, Cenage Learning.
4. Consumer behaviour – Michael R Solomon.
5. Customer Behaviour: A Managerial Perspective – Sheth, Mittal, Cengage Learning.

Note: *The schedule for case discussion shall be announced by the concerned faculty in the class.*



ADVERTISING MANAGEMENT

Course Code: MBA-DE-502

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

OBJECTIVES: *To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising Programme.*

UNIT –I History, Classification and role of advertising. The structure of the Advertising World, Advertisers, Advertising agencies, and Media. Economic Social and Ethical issues in Advertising, Advertising Regulation, Role of ASCI and other regulatory bodies.

UNIT –II Basic Communication Model, Traditional Communication Response Hierarchy Models, Consumer Involvement, The FCB Planning model, Kim Lord. Model, Elaboration Likelihood Model, Wilbur Schramm's Model, Two Step Flow of Communication Theory of Cognitive Dissonance and Clues for Advertising Strategists

UNIT –III Setting the advertising objective, Sales vs Communication Objective, DAGMAR, approach, Setting Advertising Budget, Building of Advertising Programme-Message, Headlines, Copy, Logo, Illustration, Appeal and Layout, . Creative Strategy: Role of Creativity in Advertising, Relevance of Brand Positioning & USP, Advertising appeals, Finding the Big Idea, Creative Execution themes - Demonstration, Testimonial etc, Creative Execution

UNIT –IV Types of media, Media characteristic, Using Indexes (Brand Development Index & Category Development Index) to determine where to promote. Media Selection, Media Scheduling, Establishing Reach & Frequency objectives, Audience Measurement, Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs, The New Age Promotional Media: communicating through websites, Search Engine Marketing, Banner advertisements, Blogs & Community Forum, Marketing Communication through Social Media, Merchandising, Mobile Advertising.

Suggested Readings:

1. Aaker, David A. Etc. Advertising Management, 4th ed. New Delhi, Prentice Hall of India.
2. Beteh, George E and Belch, Micheal A. Introduction to Advertising and Promotion, 3rd ed. Chicago, Irwin. Borden, William H. Advertising. New York, John Willey.
3. Hard, Norman. The Practice of Advertising, Oxford, Butterworth Heinemann.
4. Kleppner, Otto. Advertising Procedure. Englewood Cliffs, New Jersey, Prentice Hall Inc.
5. Ogilvy, David. Ogilvy on Advertising, London, Longman.
6. Sengupta, Subroto, Brand Positioning, Strategies for Competitive Advantages. New Delhi, Tata McGraw Hill.

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MULTIMEDIA MANAGEMENT

Course Code: MBA-DE -708

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

OBJECTIVES: *To understand the basics of Multimedia, its applications, Compression formats and Multimedia projects.*

UNIT –I Introduction to multimedia, Applications of multimedia, Multimedia in Business, Education, Public places, Medium, Building Blocks of Multimedia:-Text, Images, Sound, Video, Analog and Digital representation of data., Types of multimedia, Virtual Reality, Multimedia platforms.

UNIT –II Need of compression formats, Audio, Digital audio formats:- MIDI,WAV,MP3,AU,CDA,Video, Video compression formats: - AVI, MPEG, DIVX Video Broadcast Standards: - PAL, SECAM, NTSC, and DTV. Images, Bitmaps,, computerized color, Image formats: - BMP, JPG, GIF, Macintosh formats. Text: - Font and faces, Hypertext. Animation: - Concept of frames, Techniques and formats

UNIT –III Making of multimedia:- The stages of multimedia project, Requirements for the making of multimedia, Hardware:-Keyboard, Mice, Trackball, Magnetic card reader and encoder, Graphic tablets, Scanner, OCR, Infrared remotes, Voice recognition systems, Digital camera, Microphone, Amplifier, and speaker, Monitors and projectors, printers, Software:- Text editing and word-processing tools, sound and image editing tools, Video and animation authoring tools

UNIT –IV Multimedia for World Wide Web, Platform independency, HTML, DHTML(theoretical concepts), Scripts, Authoring tools for WebPages, browsers, plug-in and players, Java applets, Sound , images, video text for web, web space management issues, Bandwidth management issues. Multimedia Team ,Stages in a multimedia project, Planning and costing ,Acquiring content ,Designing, Designing the structure, Designing the user interface ,Testing (Alpha, Beta), Delivering, Delivering on the world wide web, Data storage and media, Copyright issues,

Suggested Readings:

1. Vaughan, TAY: Multimedia making it work, McGraw-hill,
2. Multimedia: Gateway to the Next Millennium by Robert Aston, Joyce A. Schwarz
3. Multimedia Tools and Applications by V. S. Subramanian, S. K. Tripathi, Inc. Net Library
4. Multimedia Projects in education: Designing Producing and Accessing ,By Karen S. Ivers, Ann E. Barron

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BUSINESS AND COMMUNICATION NETWORKS

Course Code: MBA-DE -710

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

OBJECTIVES: *This course has been devised to develop acumen towards the communication technologies and the latest trends with an in*

UNIT –I Electromagnetic spectrum, its use and allocation to well known bands. Applications and properties of Low Frequency radio waves, High frequency radio waves, infrared and microwaves. Bluetooth. Introduction to various generations of Mobile Phone technologies

UNIT –II Introduction to cordless, fixed wireless (WLL), Wireless with limited Mobility (WLL-M) & Fully Mobile wireless phones, Satellite phones, Concept of cells, Sectorization, coverage area, Frequency reuse. Handoffs. Wireless Transmission concepts, Types of Antennas, Signal propagation, Multipath propagation. Comparison of FDM, TDM, CDM, SDM, and Hybrid spread spectrum Techniques. Forward and reverse channel for cell. Packet Radio: - Pure Aloha, Slotted Aloha,

UNIT –III Wireless networking:- Traffic Routing in wireless networks. Circuit switching, Packet switching, X.25 protocol. Wireless data services:- Wireless data services:- Cellular digital packet data, Advanced radio data information system, RAM Mobile data, WAP,GPRS, EDGE. Wi-Fi, WIMAX. Wireless LAN architecture, Concept of access points/Hotspots.

UNIT –IV Capacity and Comparison of GSM and CDMA networks, Frequencies and cell sizes, Advantages/Disadvantages of smaller Cell size, Concept of voice coding, Components of Mobile Network Architecture, BTS, BSC, MSC, their functions and Characteristics. Use of HLR & VLR, Future trends in communication technology 3G services, WCDMA, 4G.

Suggested Readings:

1. T.Rappaport, “Wireless communications, Principles and practice”, Pearson.
2. Andy Dorman, “The Essential Guide to wireless communications”, Pearson.
3. JochenSchiller, “Mobile communications”, Pearson.
4. Andrew s Tanenbaum, “Computer Networks”, PHI.

Note: *The schedule for case discussion shall be announced by the concerned faculty in the class.*



DESTINATION DEVELOPMENT

Course Code: MBA-DE -808

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

OBJECTIVES: *To provide students with the ability to initiate and carry out advanced analysis and research in the field of destination development. To understand ways of effective destination management. To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques.*

UNIT –I

Destination – Introduction, Concept, Definition and Characteristics. Destination as a system Destination as organizational unit. Types of Destination, Destination and Products - Development, meaning and function, goals for development. Linkage between Tourism, Destination and Development. Destination Management Systems, Context Functions Pillars Destination planning guidelines, Destination zone planning model, Scenic highways. Destination selection process, The Value of Tourism.

UNIT –II

Tangible and intangible attributes of destination, person's determined image, destination determined image, measurement of destination image, place branding and destination image, destination image formation process, unstructured image, destination appraisal. Strategy development and planning of destinations and tourism products. Product development and packaging, culture and nature - based development. Image and image - building of products and destinations.

UNIT –III

Destination Services – Six A's framework, Destination accessibility - Flows Connectivity & Transport. The dynamic wheel of tourism stakeholders Destination marketing Mix, Destination competitiveness, Destination service quality management

UNIT –IV

Integrated destination management, Public and private policy, Public Private Partnership (PPP), Power, Politics and tourism planning, National Planning Policies, UN WTO guideline for planner, References, Role of Urban civic body, Town planning, urban development, Environmental Management Systems, Environmental Assessment, commoditization, demonstration effect, carrying capacity, community participation.

Suggested Readings:

1. C.Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications,2002.
2. Nigel Morgan, Annette Pritchard, Roger Pride, 'Destination branding: Creating the Unique Proposition', Butterworth and Heinemann.,2001
3. Richard W.Butler, 'The Tourism Area Life Cycle v. 1: Applications and Modifications', Channel View Publications,2006
4. Claire(Edt) Haven Tang, Eleri Ellis(EDT) Jones, 'Tourism SMEs, Service Quality and Destination Competitiveness' CABI Publishing,2005
5. Shalini (EDT) Singh, DallenJ.Timothy, Ross Kingston Dowling, 'Tourism in Destination Communities', CABI Publishing,2003
6. Geoffrey Ian Crouch, JR Brent Ritchie, Horst-Herbert G Kossatz, 'The Competitive Destination : a sustainable tourism perspective' CABI Publishing,2003



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COURSE CURRICULUM w.e.f. 2018