Unit - I
Introduction - Concept of Project Management, Characteristics of a Project Manager. Project Life Cycle, Phases, tools and Techniques for Project Management, Project Manager and his Problems, Roles and Responsibilities of Project Manager.

Unit - II

Unit - III

Unit - IV

Unit - V

Suggested Reading:
1. Dr. Prasanna Chandra: Project Planning Analysis Selection and Implementation
2. Goyal: Project Management
UNIT-I

Financial Institution & Economic Growth: Economic growth and process of capital formation, problems of capital formation in underdeveloped countries, components of capital markets, major financial institutions in India.

UNIT-II

Commercial Banks & Industrial Finance: Industrial financing by commercial banks in India, types and achievements, Tandon Committee- the background assumptions, recommendations, Indian Capital market and merchant banking activities, role of stock exchanges.

UNIT-III

Development Banking In India: Role of development Banks in Industrial financing project evaluation by development Banks, Operational policies and practices of IDBI, IFCI, ICICI, SFCS, Sanction Loan, Loan for modernization and renovation, technical development fund, IDBI Bill Rediscounting scheme, soft loan Scheme.

UNIT-IV


UNIT-V

Recent developments in Indian Capital Market: Convertible capital issue, certificate of deposits, commercial papers, mutual funds, venture capital, OTC Market, Factoring, Zero coupon Bonds.

New Institutions: DFBI, CRISIL, SEBI, SHCI, RCTC, ICRA (Their significance in capital market). Rehabilitation of sick units, Role of BIFR.

Suggestive Reading:

QUESTION PAPER MAY KINDLY BE PREPARED ONLY IN ENGLISH
Unit I
Introduction Meaning of Research, Objectives, Motivation, Significance of research, Types of Research, Research Process, Criterion of good research, Problems Encounters by Researcher in India, Research Methodology defined.

Unit II
Defining the Research problems and techniques involved in defining the research problems, Research Design: Meaning, Need, and Features, Different Research design: Exploratory, Descriptive, and Experimental Research Designs.

Unit III

Unit IV
Interpretation and report writing: Meaning, Techniques, Precaution and Significance of Report Writing, Steps in Writing Report, Types of reports.

Unit V
Introduction to Social Research, Classification of Sciences, Objectives and assumptions of Social Research, Difference Between Social Research and Physical Sciences, Objectivity in Social Research, Significance of Social Research, Difficulties of Social Research in India.

Suggestive Reading:
C.R. Kohli, Research Methodology
UNIT-I  Banking System in India, Function of Banks, Special Bank Services, Investment Institutions in India; R. B. I. And its Role; Operations of the Capital Market

UNIT-II Relationship of Banker and Customer; Accounts of Customer; Special Type of Account Holders, Paying Banker

UNIT-III Negotiable Instruments; Parties to Negotiable Instruments, Presentation and Dishonor; Cheques, Types of Crossing, Endorsement its Types.

UNIT-IV Collecting Banker, Employment of Funds, Types of Securities, Modes of Creating Charge


Suggestive Readings:-

1- S.N. Maheshwari  Banking Law and Practice
2- L. M. Bhote  Management of Financial Institutions

*QUESTION PAPER MAY KINDLY BE PREPARED ONLY IN ENGLISH*
M.B.A- FA

MANAGEMENT INFORMATION SYSTEM (306)

Unit I

Unit II

Unit III

Unit IV
Information Concepts - Information a Definition, Types of Information, Strategic Information, Tactical Information, Operation Information, Information Quality, Dimension of Information, Economic Information, Business Information, Technical Dimensions.

Unit V

Suggested Reading:

QUESTION PAPER MAY KINDLY BE PREPARED ONLY IN ENGLISH.
MBA in Financial Administration III Sem.
306(a): Security Analysis and Portfolio Management
(Optional)

Unit : I


Unit : II

**Security Analysis or Common Stock Analysis** – Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis, Efficient market Theory

Unit : III

**Risk & Return** – Security Return & Valuation – Security Returns, Approaches to Valuation, Valuation of fixed Income security, Valuation of reference share, Valuation of Equity shares


Unit : IV


Unit : V

**Portfolio Management** – Introduction to Portfolio Management, Capital market theory, Portfolio Selection models – Marketing theory, Sharpe single under model, Portfolio selection – Utility theory & Indifference curve, Classification of managed portfolio.

**Suggested Readings**

Preeti Singh: Investment Management
Fisher & Jordon: Security Analysis & Portfolio Management
Elton & Griber: Modern Portfolio Theory 7 Investment Analysis
V.A. Aradhari: Capital Marketing Management
Bhalla: Investment Management
MBA in Financial Administration III Sem.
306(b): FINANCIAL ADMINISTRATION OF INDIA
(Optional Paper)

Unit : I

Unit : II
Financial Control over Administration, Legislative Financial Control, Public Account Committee, Estimate Committee, Public Undertaking Committee.

Unit : III

Unit : IV
Administration of Industrial Finance: Financing of large scale & small scale industries, Role of industrial development bank of India, Industrial financial corporation of India.

Unit : V
Function & Management of Reserve Bank of India, Credit control instrument of RBI, Features of Indian Money market, Effectiveness of RBI in monetary policy.

Suggested Readings

Public Administration in India : Bhambri C.P.
Indian Economy : Datt Ruddar and Sundram K.P.M.
Functions and Working (1970-1997) : Reserve Bank of India
Credit Control Management in India : Sachdeva S.
Federal Finance in a Developing Countries : Tripathi R. N.
MBA in Financial Administration III Sem.
306(c): Advertising Management
(Optional Paper)

Unit: I
Advertising World - What is advertising?, Advertising and Marketing Mix, Importance of advertising in marketing and communication, Communication Model, Types of advertising, Legal and Ethical issues in advertising, Advertising as a tool for consumer welfare.

Unit: II
Advertising Decision and Media Planning – Advertising budget, Advertising Appeals, Types of media, Media Selection, Media planning process, Types of campaign, DAGMAR, 3 phases of campaign creation, Limitations of 3 stage model.

Unit: III
Creativity in Advertising – Message design and positioning, Marketing objectives, Message Presentation, Adv. Message Structure, Message format, Advertising copy for print media, Broadcast copies, TV copywriting, Scripting for TV commercials, Jingles for TV

Unit: IV
Layout preparation and Advertising art- Components of layout, Position, Right and Left hand advertising, Top or Bottom Advertisement, Divided advertisement, Emphasis on background, caption, heading, text.

Unit: V

Suggested Readings
Chunawalla and Sethia
P.K. Agrawal
: Foundation of Advertising Theory and practice
: Advertising Management