MBAFA-401
Computer application in Financial Administration

Unit I: Generation Of computers, Microprocessors, Data Representation, Number System (Binary, Octal, Decimal, Hexadecimal), Binary coded decimal, Alpha numeric representation, 1stand 2nd complement, Digital logic circuits.

Unit II: Random Access memory, Read only memory Optical Memories, CD - Rom, WORD, DVD, Cache memory, magneto-optical Drives, Input/Output devices, Hard disk drives Floppy disk Drives.

Unit III: Programming concepts & software tools – Algorithm & Flow chart, Categories of languages, Introduction to assemblers, Translators (compilers & interpreter), Fundamental of operating system, Serial Processing, Batch processing, Multi Programming.

Unit IV: Office Management – Creating & modifying documents (MS Word), Spreadsheet solution (MS EXCEL), Creating presentation (MS Power point), Introduction to DBMS Using MS Access (Tables, Forms, Reports)

Unit V: Internet concepts & Definition, Types of access (Dial up & Dedicated), Modem, WWW, Different browsers, E-Mail an introduction, E-mail address, How does E-Mail, Multimedia – Introduction & Introduction & Application of multimedia.

Suggested Reading:

1) Computer fundamentals Architecture and organization third edition or BRAM- New age international Pvt.Ltd. publishers

2) INTERNET: An introduction by Manish Dixit Tata Mc Graw Hill
Unit I
Introduction -

Unit II
Leasing Financing and Hire Purchase -
Lease - Meaning type of Leasing, Financial Evaluation of Leasing : Lease, Point of View, Lessor, Point of View.
Economic Pros and Cons of Leasing, Advantage and Limitation from Lessee and Lessor, Point of View.

Unit III
Consumer Finance -
Housing Finance - Introduction, National Housing Bank (NHB) Direction, Housing Finance System, Housing Finance Scheme, Funding of HFC's, Bills Discounting - Types of Bills, Discounting of Bills of Exchange, Purchasing of Bills, Drawee Bills and Drawer's Bill, Refinance facility from RBI.
Credit Cards - Functioning of Credit Cards, Concept Billing and Payment Settlement procedure.

Unit IV
Factoring and Forfeiting - Distinctive, Function of Factors, Types / Forms of Factoring, Difference between Factoring and Forfeiting, Difference between Factoring, Forfeiting and Export Factoring, Bank Services Various factoring Services, Legal aspect of factoring.


Unit V
Financial Intermediaries and Credit Rating -
UTI - Objective, Working, Resources and Functions.
Credit Rating - Meaning of Credit and Rating Symbols by CRISIL, ICRA and
MBA FA
Paper-403
WORKING CAPITAL MANAGEMENT

UNIT - I : CONCEPTS & DETERMINATION OF WORKING CAPITAL:
• Conceptual Framework, Operating Environment of Working Capital, Determination of Working Capital, Theories & Approaches
• Importance of Working Capital, Kinds of Working Capital, Estimating Working Capital requirement

UNIT - II : MANAGEMENT OF CASH

UNIT - III : MANAGEMENT OF RECEIVABLES & INVENTORY:
Management of Receivables - Determining - The Appropriate, Receivable Policy, Marginal Analyses, Credit Analysis & Decision, Heuristic Approach, Discriminate Analysis, Sequential Decision Analysis, Inventory Management - Kinds Inventories, Benefits & Costs of Holding Inventories, Inventory Management & Valuation, Inventory Control Models.

UNIT - IV : FINANCING OF WORKING CAPITAL NEEDS:
Short term Finance: Framework Short Term Finance, Appraisal & Assessment, Other Sources of Short Term Finance.

UNIT - V : WORKING CAPITAL MANAGEMENT: An Integrate View:
Optimum Working Capital Policy, Credit Policy, Short Term Services of International, Financial Transactions, Planning Short Term Investment & Financing

I. International Marketing Environment: Identifying and analyzing opportunities in the international trade environment, Social, Legal, Cultural, Economic, Political and Technologic Environmental factors affecting International Marketing Methods to inter into International Markets.


IV. Recent Trades in India's Foreign Trade, Export Promotion need, Objectives and Methods of Promotion of Export, Risk in International Market, Export financing, Role of Export Houses, Export Procedure and Documentation.

V. International Economic Institutions: Regional Economic integration and strategic implication IMF, IBRD, WTO, ECM

Suggested Readings:

M.N. Mishra: International Marketing
Varshney Bhattacharya: International Marketing
M.B.A.- FA 405
STRATEGIC MANAGEMENT

Unit - I

Unit - II
Strategy Formulation – Corporate Mission and Objectives, Environmental appraisal, Organisational appraisal, Different Strategic alternatives and process of strategic choice.

Unit - III

Unit - IV

Unit - V
Case Studies on Strategic Management –

Suggested Readings:
1. Azhar Kazmi
2. Hungerb & KWheelon
3. L M Prasad
4. William Gluck

Organisation and Management
Strategic Management
Business Policy and Strategic
Business Policy Strategic
MBA in Financial Administration IV Sem.
401(a): International Financial Management
(Optional Paper)

Unit I
Balance of Payment- Components of Balance of Payment, Distribution of Balance of Payment & Measures to remove disequilibrium, Different approaches of Adjustment of Balance of Payment.

Unit II

Unit III
Foreign Exchange Market – Concept & Distinctive Features of, SPOT Market, Forward Market, Types of Transaction & Settlement dates, Exchange rate Quotation 7 Arbitration, Relationship between Forward rate & Future sport rate, Foreign exchange market in India.

Exchange Rate Determination and Forecasting – Exchange rate & Factors Influencing it, Exchange rate quotations, Forward market quotations, Relationship between Exchange rate, inflation rate & interest rate, Determination of Exchange rate in spot market & in forward market, need of Exchange rate forecasts, techniques of Exchange rate, Forecast in a controlled exchange

Unit IV
Risk – Foreign Exchange & Interest rate risk & their management, political risk & its management, inflation risk & its impact.
Financial Swaps – Interest rate swaps & currency swaps.

Suggested Readings

1. V.K. Bhalla: International Financial Management
2. V.K. Bhalla: Global Business
4. Sharon: Multinational Financial Management
MBA in Financial Administration IV Sem.
406(b): Fundamentals of Retail Management
(Optional Paper)

Unit I: Meaning, Concept & Characteristic of Retail, Main Drivers of Retailing in India, Development of Retail Industry, factors in Retailing.

Unit II: Theories of Retail Development – Environmental Theory, Theory, Conflict Theory, Phases of Growth of Retail Market.

Unit III: Retail Locations, Level of Location Decision & Its Determining Factors, Image Mix, and Retail Space & Layout Management.

Unit IV: Retail Pricing, Pricing Flexibility, Determining Pricing Strategy & Politics, Multiple Unit Pricings, Human Resource Issues & Concerns in Retailing.

Unit V: Retail Economics, Measure of Performance – Income Statement, Balance Sheet, Strategic Profit Model, Ethics in Retailing, Role of Market in Retail.

Suggested Readings

MBA in Financial Administration IV Sem.
406(e): Marketing Services
(Optional Paper)

Unit: I  Concept and Features of Marketing Services,
Significance of Marketing Services, Marketing Information
System, Emerging Key Service.

Unit: II  Concept and Marketing Mix, Product Mix, Promotion
Mix, Price Mix, Place Mix, Total Quality Management –
Dimensions of Total Quality Management.

Unit: III  Tourism Marketing - Concept, Uses of Tourism Services,
Marketing Mix for Tourism, Marketing Management of
road Transportation.

Unit: IV  Consultancy Market – Concept and Rational, Market
Segmentation for Consultancy Organization, Consultancy
Marketing in India Perspective.

Unit: V  Courier Marketing – A Conceptual Framework, Rational
Behind Courier Marketing, Automobile Service marketing –
Concept and Rational, Day Care Marketing.

Suggested Readings

Jha S.M.  Service Marketing, Himalaya Publications Limited
Hudman Hawkins  Tourism in Contemporary Society, Prentice Hall