MBA 201: MARKETING MANAGEMENT

UNIT I
Marketing Environment, Factors Affecting Marketing Environment, Marketing Information System and Marketing Research, Strategic Marketing Planning.

UNIT II
Market Segmentation, Segmenting the Market, Benefits / Purpose and Limitations of Market Segmentations, Market Segmentation Procedure, Basis for Consumer/Industrial Market Segmentations.

UNIT III

UNIT IV
Promotion: Promotion-Mix, Advertising, Sales Promotion, Personal Selling, Publicity and Public Relations.

Suggested Readings:
MBA 202: BUSINESS LEGISLATIONS

UNIT I
Introduction, Indian Contract Act, 1872-Meaning of Law, Object of law, Indian contract Act, 1872
Definition of contract, Valid contract, Offer and acceptance, Consideration, Capacity to contract, Free
consent, Legality of object, Discharge of contract, Remedies for breach of contract, Quasi contract.
Contract of Agency-modes of creating an agency, Rights and duties of agent and principal, Termination of
agency.

UNIT II
1930-Essentials of a contract of sale, Conditions and warranties, Rights and duties of buyer, Rights of an
unpaid seller and buyer's beware. Partnership Act, 1932 Concept of partnership and its major
provisions-Partnership deed, Incorporation and dissolution.
Consumer Protection Act, 1986: Definitions, Objectives and commissions and provisions (District
Forum, State commission and national commission.

UNIT III
Negotiable Instrument Act, 1881 Definition, types and characteristics of promissory note, Bills of
exchanges and cheque, Holder and holder in due course, Endorsement, Instruments obtained by
unlawful means, Dishonor and discharge of negotiable instrument, Banker and customer.

UNIT IV
Indian Companies Act, 1956-Definition, Characteristics and kinds of company, Formation of a company,
Memorandum of Association and its contents, Articles of Association and its contents, Prospectus,
registration of prospectus, Statement in lieu of prospectus, Right sand liabilities of members of
company.
Company Management – Appointment of directors, Power, Duties and liabilities of a director and
managing director.
of patent, Kinds, Procedure for grant of patent, Right of patentee, Infringement of patent.
The Copyright Act, 1957 – Introduction, History, Meaning of copyright, Registration of copyright, Terms
of copyright, Infringement of copyright

Suggested Reading:
1 N.D.Kapoor-Mercantile Law-Sultan Chand and Sons
3 M.C. Kuchhal, Business Law –Vikas Publishing House Ltd.
5 V.S. Datey ,Corporate Law — Taxmann
MBA 203: RESEARCH METHODOLOGY

UNIT I
Introduction: Concept of Research and its Application in Various Functions of Management, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers.


UNIT II
Collection of Data: Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member.
Types of Data: Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data.

UNIT III
Analysis of Data: Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Use of SPSS in Data Analysis, Application and Analysis of Variance (ANOVA), Measurement and Central Tendency, Measure of Dispersion and their Advantages.

UNIT IV

Suggested Readings:
MBA 204: OPERATIONS RESEARCH

UNIT I
Operations Research:-Uses, Scope and applications of operations research in managerial decision-making.
Decision-making environments:-Decision-making under certainty, Uncertainty and risk situations, Decision tree approach and its applications.

UNIT II
Transportation problem: Various methods of finding initial basic feasible solution and optimal solution.
Assignment model: Algorithm and its applications.

UNIT III
Game Theory: Concept of game, Two-person zero-sum game, Pure and mixed strategy games, Saddle point, Odds Method, Dominance method and graphical method for solving mixed strategy game.
Sequencing Problem: Johnson's algorithm for n jobs and two machines, n jobs and three machines, Two jobs and m -Machines problems.

UNIT IV
Queuing Theory: Characteristics of M/M queue model, Application of Poisson and Exponential distribution in estimating arrival rate and service rate, Applications of queue model for better service to the customers.
Replacement Problem: Replacement of assets that deteriorate with time, Replacement of assets which fail suddenly.
Project Management: Rules for drawing the network diagram, Applications of CPM and PERT techniques in project planning and control, Crashing of operations.

SUGGESTED READINGS:
UNIT I

UNIT II

UNIT III

UNIT IV
Dividend Decision: Forms of dividend, Concept of retained earnings and plough back of profits, Relevance and irrelevance Theories of dividend decision: Walter's Model, Gordon’s Model and Modigliani Miller Model, Factors affecting dividend decision

Special topic in finance: International financial management, Financial planning and forecasting, Green finance, Venture capital finance, Financial engineering

SUGGESTED READINGS:
1) Pandey I M -Financial Management (Vikas, 2004, 9 Ed.)
4) Khan and Jain -Financial Management (Tata McGraw Hill, 3rd Ed.)
6) R P Rustagi -Financial Management (Galgotia, 2000, 2nd revised ed.)
8) Ravi M. Kishor -Financial Management (Taxmann, 1 Ed.).
9) Damodaran – Corporate Finance –Theory & Practice (Wiley, 1 Ed.)
MBA 206 PRODUCTION & OPERATIONS MANAGEMENT

Unit –I
Operations Management – An overview, Definition of production and operations management, Production cycle, Classification of operations, Responsibilities of operations manager, New product development, Product design, Plant location, Layout planning.

Unit –II
Forecasting as a planning tool, Forecasting types and methods, Exponential smoothing, Measurement of errors, Monitoring and controlling forecasting models, Box-Jenkins method. Productivity and work study, Method study, Work measurement.

Unit-III
Production planning techniques, Routing decisions, Line of balance, Scheduling types & principles, Master production schedule, Inventory management – Objectives, Factors, Process, Inventory control techniques- ABC, VED, EOQ, SED, FSN analysis.

Unit-IV
Basic concepts of quality, Dimensions of quality, Juran’s quality trilogy, Deming’s 14 principles, PDCA cycle, Quality circles, Quality improvement and cost reduction-TQC tools and 7 new QC tools, ISO 9000-2000 clauses, Coverage QS 9000 clauses, Coverage Six Sigma, Total Productive Maintenance (TPM).

SUGGESTED READINGS
3. Hill T-Operations Management (Palgrave, 2000)
6. Morton - Production and Operations Management (Vikas)
7. Haleem A- Production and Operations Management (Galgotia books, 2004)
UNIT-I
Meaning of Human Resource Management, Evolution of HRM, Functions of HRM, Scope and
Significance of HRM, Challenges before HRM in Present Changing environment

UNIT-II
HR planning, Job Analysis, Recruitment, Methods and Techniques of Selection, Induction, Internal Mobility
and Separation of Employees, Transfer, Promotion, Demotion and Separation of employees

UNIT-III
HRD Concept, Objectives & Importance, Training - concept, Training process, Methods, Performance
Appraisal - Concept, Process, Appraisal Techniques
Managing employee relations, Industrial Relations, Trade Unions, Dispute and their Resolution, Collective
Bargaining, Employee Welfare, a Brief Introduction, Employee Grievances and their Redressal, Worker's
Participation in Management.

UNIT-IV
Other contemporary issues in HRM, Employee Compensation - Concept, Factors Affecting Employee
Compensation, Components of Employee Pay, HR Audit, Human Resource Information System,
Strategic HRM - Overview of SHRM, Integrating HR Strategy with HR, Corporate & functional
Strategy.

SUGGESTED READINGS:
1. Main Texts Guy Dessler - A framework for Human Resource Management,
   Pearson Education, Ltd.