

MBA 201: MARKETING MANAGEMENT

UNIT I

Introduction, Definition, Importance and Scope of Marketing, Philosophies of Marketing Management, Elements of Marketing -Needs, Wants, Demands, Customer, Consumer, Markets and Marketers; Marketing vs. Selling,

Consumer Markets and Industrial Markets. Concept of Marketing Management, Marketing -Mix, Functions of Marketing Management, Marketing Organisations, Qualities of Marketing Manager.

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 Segmentation.

Market Targeting -Introduction, Procedure, Product Positioning -Introduction, Objectives, Usefulness, Differentiating the Product, Product Positioning Strategy, Consumer Behaviour -Introduction, Importance & Process.

UNIT III

Marketing -Mix Decisions, Product Decisions, New Product Development-Concept and Necessity for Development, Failure of New Products, New Product Planning and Development Process, Product-Mix, Branding and Packaging Decisions, Product Life cycle -Stages and Strategies for Different Stages of PLC.

UNIT IV

Pricing Decisions, Pricing Objectives, Policies methods of Setting Price, Pricing Strategies, Channels of Distribution for Consumer/ Industrial Products, Factors Affecting Channel Distribution, Management of Channels: Current trends in Wholesaling and Retailing, Retail Distribution System in India.

Promotion: Promotion-Mix, Advertising, Sales Promotion, Personal Selling, Publicity and Public Relations. A Brief Account of Marketing of Services, Rural Marketing, CRM, Electronic Marketing; B2C, B2B and C2C, Direct Marketing through Internet, International Marketing etc.

Suggested Reading:

1. Kotler Philip - Marketing Management, Analysis, Planning, Implementations and Control (Pearson Education 12th Edition)
2. Station William J- Fundamentals of Marketing (MC Graw Hill)
3. Kotler, Philip and Armstrong Graw - Principles of Marketing (Pearson Education, 11th Edition)
4. Kotler Philip Keller Kevind Lane, Koshy Abraham and Jha Mithileshwar - Marketing Management: A South Asian Perspective (Pearson Education 12th Edition)
5. Ramaswamy V.S. and Namakumari S. Marketing Management Planning, Implementation and Control (Macmillian, 3rd Edition)
6. Etzel M.J. Walker B.J. and Stanton William J- Marketing concept & Cases special Indian Edition (Tata Mc Gra Hill 13th Edition.)
7. Mc Carthy and Perreault - Basic Marketing: A Global Marketing Approach (Tata Mc Graw Hill, 15th.
8. Kurtz and Boone - Principles of Marketing (Thomson India Edition, 2007)

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## 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

**Sale of Goods Act, 1930, Partnership Act, 1932, Consumer Protection Act, 1986** Sale of Goods Act, 1930-Essentials of a contract of sale, Conditions and warranties, Rights and duties of buyer. Rights of an unpaid seller and buyers 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 exchange 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, Rights and liabilities of members of Company. Company Management —Appointment of directors, Power, Duties and liabilities of a director and managing director.

**Intellectual Property Rights Acts-Meaning of IPR, The Patent Act 1970** —Introduction, History, Meaning 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
2. K.C. Garg R.C. Chawla, Mercantile Law - Kalyani Publishers
3. M C Kuchhal, Business law - Vikas Publishing House Ltd.
4. A.K. Mazumdar & G.K. Kapoor, Corporate Law - Taxmann Publishers
5. V.S. Dajey, corporate law - Taxmann

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### 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

Process of Research: Steps Involved in Research Process. Research Design: Various Methods of Research Design.

#### 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

Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report: Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

#### Suggested Reading:

1. Cooper and Schindler - Business Research Methods (Tata Mc Graw Hill, 9th Edition)
2. Saunders - Research Methods for Business students (Pearson Education, 2nd Edition 2007)
3. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008)
4. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning)
5. Beri G.C. - Marketing Research (Tata Mc Graw Hill, 4th Edition)
6. Kothari C.R. - Research Methodology Methods & Techniques (New Age International Publishers. 2nd Edition 2004)

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**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**

**Linear programming:** Mathematical formulations of LP Models for product mix problems, Graphical and simplex method of solving LP problems, Sensitivity analysis, Duality.

**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** Johnsons algorithm for n jobs and two machines, n jobs and three machines, two jobs and m-Machines problems.

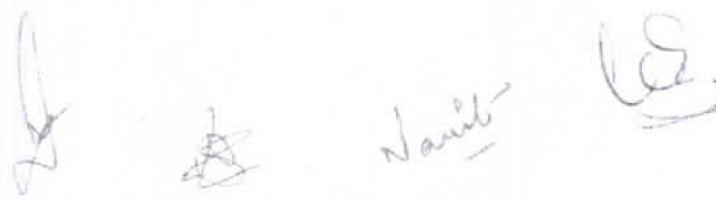
**UNIT IV**

**Queuing Theory** Characteristics of M/M/1 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 Reading:**

1. Vohra - Quantitative Techniques in Management (Tata Mcgraw-Hill 2nd Edition), 2003.
2. Kothari - Quantitative Techniques (Vikas 1996, 3rd Edition)
3. Taha Hamby - Operations Research (Pearson, 3rd Edition).
4. Sharma J K - Operations Research (Pearson 3rd Edition).
5. Kapoor V.K. - Operations Research (S. Chand, 4th Edition) .

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### MBA 205: FINANCIAL MANAGEMENT

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#### UNIT I

**Introduction:** Concept of Finance, Scope and objectives of finance, Profit maximization vs. Wealth maximization, Functions of finance manager in modern age, Financial management process, Finance functions: Investment financing & dividend, Time Value of Money, Risk and Return Analysis.

#### UNIT II

**Investment Decision:** Appraisal of project, Concept, Process & techniques of capital budgeting and its applications, Risk and uncertainty in Capital Budgeting, Leverage Analysis –Financial, Operating and Combined leverage.

#### UNIT III

**Financing Decision:** Long-term sources of finance, Potentiality of equity shares, Preference shares, Debentures and bonds as sources of long-term finance, Concept and approaches of capital structure decision : Cost of Capital, Meaning & significance cost of equity, Preference shares, Debentures and cost of capital and implications.

#### 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

**Overview of Working Capital Decision:** Concept, components, factors affecting working capital requirement, Working capital management: Management of cash, Inventory and receivables, Introduction to working capital financing.

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

#### Suggested Reading:

1. Pandey I M - Financial Management (Vikas, 2004, 9th Ed.)
2. Van Home - Financial Management and Policy (Pearson Education, 2003, 12th (Ed.)
3. Knott G- Financial Management (Palgrave, 2004)
4. Khan and Jain - Financial Management (Tata McGraw Hill, 3rd Ed.)
5. Prasanna Chandra - Fundamentals of Financial Management (TMH, 2004)
6. R.. Rustagi - Financial Management (Galgotia, 2000, and Revised Ed.)
7. Lawrence J. Gutman - Principles of Managerial Finance (Pearson Education, 2004)
8. Ravi M. Kishor - Financial Management (Taxmann, 1st Ed.)
9. Damodaran - Corporate Finance - Theory & Practice (Wiley, 1st Ed.)

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**MBA 206: HUMAN VALUES - ELEMENTS OF INDIAN CULTURE**

**3 Credits per Week, 1 Credit = 1 Lecture per Week**

**UNIT I**

Indian Culture and Value System- Aspects and Specialty, Importance of Values in Indian Culture, Civilization in India.

Qualities of Indian Culture- Dharma, Artha, Kama, Moksha.

Ancient Education Methodologies in India.

Vedic Age, Ramayana and Mahabharata Age, Buddhism Age, Maurya and Gupta Kal- Certain University of Ancient India-Takshila, Nalanda, Vikramshila, Varanasi-Valabhi-Udantarpur, Kashmir.

Women Education in Ancient India.

**UNIT II**

Rituals (all sixteen)

**UNIT III**

Social Life and Imbibing Values:

Food, Clothing, Jewellery, Basic Facilities, Entertainment, Status of Women in Ancient India, Family Life.

Political Life and Preserving Values.

Home-Village, Society, Organization, Council, King, Governing Methodology in Ancient India, Parts of State, Minister-Cabinet, Administrative Management, Monarchy-Democracy or Republic, Justice & Penance Administration, Defense Management of Ancient India.

**UNIT IV**

Assimilation of Indian Culture with Foreign Culture and its Promotion In Other Countries, Sports & Entertainment (various sports activities), Festivals & Celebration, Poetry-Amusement, Entertainment, Fine Arts and Facts Associated to Protect and Preserve Values.

**UNIT V**

Discussion related to cases

Suggested Readings:

- Sharma, K.S., Bhartiya Vaghmaya per Divyadrishi.
- Shardendu. Bhartiya Sanskriti ke Samajik Sopan.
- Shastri, D.S., Bhartiya Sanskriti ke Tatva.

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## MBA 207: HUMAN RESOURCE MANAGEMENT

### UNIT I

Meaning of Human Resource Management, Evolution of HRM, and 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 Reading:

1. Main Texts Gary Dessier - A framework for Human Resource Management, Pearson Education Ltd.
2. K. Ashwathapa, Human Resource and Personal Management, Tata Mc-Graw Publishing.
3. V.S.P. Rao, Human Resource Management, Excel Books.
4. Edwin B. Flippo, Personal Management, McGraw Hill.

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