MBA 101: PRINCIPLES & PRACTICES OF MANAGEMENT

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

UNIT I

UNIT II
Introduction to Functions of Management

UNIT III

UNIT IV

UNIT V
Cases study related to the entire syllabus.

Suggested Readings:

MBA 102: MANAGERIAL ECONOMICS

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

UNIT I

UNIT II
Cost Concept and Analysis, Short-Run and Long-Run Cost Curves and its Managerial Use.

UNIT III
Market Equilibrium and Average Revenue Concept.
Monopolistic: Features, Pricing Under Monopolistic Competition, Product Differentiation.
Oligopoly: Features, Kinked Demand Curve, Price Leadership.

UNIT IV

UNIT V
Case study related to the entire syllabus.

Suggested Readings:

1. Damodaran Suma – Managerial Economics (Oxford 2006)
MBA 103 : ACCOUNTING FOR MANAGERS

4 Credits per Week, 1 Credit= 1 Lecture per Week

UNIT I

UNIT II

UNIT III

UNIT IV
Cost Analysis, Control and Profit Planning Concept Elements and Classification of Cost, Methods and Techniques of Costing, Marginal Costing and Break-Even Analysis, Advantages & Disadvantages of Cost-Volume Profit Analysis. Concept of Responsibility Accounting & Corporate Governance.

Control and Profit Planning Budgeting and Budgetary Control – Concept, Types, Advantages, Disadvantages, Preparation of Budget – Sales, Flexible, Cash Budget, Production Budget, Concept of Zero Based Budgeting and Performance Budgeting, Standard Costing and Variance Analysis-Material and Labour

UNIT V
Case study related to the entire syllabus.

Suggested Readings :
1. S.N. MAHESWARI, Corporate Accounting
2. I.M. PANDEY, Management Accounting,
3. SHASHI K. Gupta, Management Accounting, KALYANI PUBLICATION
MBA 104: ORGANISATIONAL BEHAVIOUR

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

UNIT I

UNIT II
Attitude: Concept, Process and Importance, Attitude Measurement. Attitudes and Workforce Diversity.
Personality: Concept, Nature, Types and Theories of Personality Shaping, Determinants, Traits Major, Personality Attributes Influencing O.B Learning: Concept and Theories of Learning.

UNIT III
Motivation: Theories of Motivation: Early and Contemporary views, Three level Work Motivation Model, Motivating a Diverse Workforce.
Leadership: Style and Theories of Leadership-Trait, Behavioural and Situational Theories, Leadership styles in Indian Organisations.
Analysis of Interpersonal Relationship, Group Dynamics: Definition, Stages of Group Development, Group Cohesiveness, Formal and Informal Groups, Group Processes and Decision Making, Dysfunctional Groups.

UNIT IV
Organisational Power and Politics: Concept, Sources of Power, Distinction Between Power, Authority and Influence, Approaches to Power, Political Implications of Power: Dysfunctional Uses of Power.
Knowledge Management & Emotional Intelligence in Contemporary Business Organisation
Conflict: Concept, Sources, Types, Functionality and Dysfunctionality of Conflict, Classification of Conflict Intra, Individual, Interpersonal, Intergroup and Organisational, Resolution of Conflict, Meaning and Types of Grievance and Process of Grievance Handling.
Stress: Understanding Stress and Its Consequences, Causes of Stress, Managing Stress.

UNIT V
Case study related to the entire syllabus.

Suggested Readings:

2. Luthans Fred -Organizational Behaviour (Tata McGraw Hill, 10th edition)
MBA 105: BUSINESS STATISTICS

4 Credits per Week, 1 Credit = 1 Lecture per Week

UNIT I
Role of Statistics: Applications of Inferential Statistics in Managerial Decision-Making; Measures of Central Tendency: Mean, Median and Mode and their Implications; Measures of Dispersion: Range, Mean Deviation, Standard Deviation, Coefficient of Variation (C.V.), Skewness, Kurtosis.

UNIT II
Index Numbers: Meaning, Types of Index Numbers, Uses of Index Numbers, Construction of Price, Quantity and Volume Indices: Fixed Base and Chain Base Methods.
Correlation: Meaning and Types of Correlation, Karl Pearson and Spearman Rank Correlation.
Regression: Meaning, Regression Equations and their Applications, Partial and Multiple Correlation & Regression

UNIT III
Probability Theoretical Distributions: Concept and Application of Binomial; Poisson and Normal Distributions

UNIT IV
Estimation Theory and Hypothesis Testing: Sampling Theory; Formulation of Hypotheses; Application of Z-test, t-test, F-test and Chi-Square test.
Techniques of association of Attributes & Testing

UNIT V
Case study related to the entire syllabus.

Suggested Readings:
MBA 106 : BUSINESS ENVIRONMENT

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

UNIT I

UNIT II

UNIT III
Philosophy and Strategy of Planning in India; Industrial Policy in Recent Years; Policy with regard to Small Scale Industries; Monetary Policy and Fiscal Policy, Stock Exchange-BSE-NSE. Depository System in India (Options, Futures and Derivatives) RBI-Rôle and Functions, Banking Structure Reforms; Narasimhan Committee Recommendations, Financial Sector Reforms.

UNIT IV
E-Banking in India-Objectives, Trends and Practical Uses-Recent Technological Developments in Indian Banking (ATM, Debit and Credit Cards, EMI, EFT) Consumerism, Social Responsibility of Business Enterprises, New Economic Policy, Globalisation, EXIM policy, FDI Policy, Multinational Corporation (MNCs) and Transnational Corporations (TNCs), Global Competitiveness.

UNIT V
Case study related to the entire syllabus.

Suggested Readings:
MBA 107: COMMUNICATION AND COMPUTER APPLICATIONS FOR MANAGEMENT

3 Credits per Week, 1 Credit = 1 Lecture per Week
UNIT I
Employment Communication:
Writing CVs, Group Discussions, Interview, Types of Interview, Candidates Preparation, Interviewers Preparation; Impact of Technological Advancement on Business Communication; Communication Networks, Intranet, Internet, E-mails, SMS, teleconferencing, videoconferencing

UNIT II
Oral Communication
Written Communication
Purpose of Writing, Clarity in Writing, Principles of Effective Writing, Writing Technique, Electronic Writing Process.

UNIT III
Business Letter and Reports
Introduction to Business Letters, Types of Business Letter, Layout of Business Letters, Writing Memos, Purpose of Report, Kinds and Objectives of Reports, Writing Reports
Case Method of Learning
Understanding the Case Method of Learning, Different Types of Cases, Overcoming the Difficulties of the Case Method, Dos’ and Don’ts for Case Preparation

UNIT IV
Presentation Skills
What is a Presentation: Elements of Presentation, Types of Visual Aid, Appearance & Posture, Practicing Delivery of Presentation.
Group Communication

UNIT V
Computer Networks: Overview of Computer Network, Types of Computer Networks (LAN, WAN and MAN), Network Topologies, Components of Computer Networks (servers, workstations, network interface cards, hub, switches, cables, etc..)
Use of MS-Office: Basics of MS-Word, MS-Excel and MS-PowerPoint; Application of these Software for Documentation and Making Reports; Preparation of Questionnaires.
Presentations, Tables and Reports (Practical)

**Database Management System**: Overview of DBMS; Components of DBMS, Recent Trends in Database, RDBMS.

**E-commerce**: Introduction, Comparison between Traditional Commerce and E-commerce; Advantages & Disadvantages of E-commerce, Buying & Selling on Internet, Issues in Implementing Electronic Commerce.

**Case Study related to the entire syllabus**

**Suggested Readings:**

2. Rajendra Pal - Business Communication (Sultan Chand & Sons Publication).
MBA 201: MARKETING MANAGEMENT

4 Credits per Week, 1 Credit = 1 Lecture per Week

UNIT I

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

UNIT III

UNIT IV

UNIT V
Case study related to the entire syllabus.

Suggested Readings:
MBA 202: BUSINESS LEGISLATIONS

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

UNIT I

UNIT II

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, Dishonour and Discharge of Negotiable Instrument, Banker and Customer

UNIT IV

UNIT V
Case study related to the entire syllabus.

Suggested Readings:
  1. N.D. Kapoor- Merchantile Law- Sultan Chand and Sons
MBA 203: RESEARCH METHODOLOGY

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

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

UNIT V
Case study related to the entire syllabus.

Suggested Readings:
MBA 204: OPERATION RESEARCH

4 Credits per Week, 1 Credit = 1 Lecture per Week

UNIT I
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.

UNIT V
Case study related to the entire syllabus.

Suggested Readings:
MBA 205: FINANCIAL MANAGEMENT

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

UNIT I

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 Retained Earnings, Weighted Average Cost of Capital and Implications.

UNIT IV


UNIT V
Case study related to the entire syllabus.

Suggested Readings:
1) Pandey I M -Financial Management (Vikas, 2004, 9th Ed.)
4) Khan and Jain -Financial Management (Tata McGraw Hill, 3rd Ed.)
6) R P Rustagi -Financial Management (Galgotia, 2000, 2nd revised ed.)
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-Udtantarpur, 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
Discussions related to cases

Suggested Readings:
- Sharma, K.S., Bhartiya Vaghmaya per Divyadrishti.
- Shardendu, Bhartiya Sanskriti ke Samajik Sopan.
- Shastri, D.S., Bhartiya Sanskriti ke Tatva.
MBA-207: HUMAN RESOURCE MANAGEMENT

4 Credits per Week, 1 Credit= 1 Lecture per Week

UNIT I

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

UNIT IV

UNIT V
Case study related to the entire syllabus.

Suggested Readings:

MBA 301: SUPPLY CHAIN MANAGEMENT

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

UNIT I
Introduction: Basic Concept & Philosophy of Supply Chain Management; Essential Features, Various Flows (cash, value and information), Key Issues in SCM, Benefits

UNIT II
Logistics Management: Logistics as Part of SCM, Logistics Costs, Different Models, Logistics Sub-System, Inbound and Outbound Logistics, Bullwhip Effect in Logistics, Distribution and Warehousing Management.


UNIT III
Inventory Management: Concept, Various Costs Associated with Inventory, Various EOQ Models, Buffer Stock (trade-off between stock out / working capital cost), Lead Time Reduction, Re-Order Point / Re-Order Level Fixation, Exercises –Numerical Problem Solving, ABC, SDE / VED Analysis, Just-In-Time & Kanban System of Inventory Management.

UNIT IV
Recent Issues in SCM: Role of Computer / IT in Supply Chain Management, CRM Vs SCM, Benchmarking-Concept, Features and Implementation, Outsourcing-Basic Concept, Value Addition in SCM-Concept of Demand Chain Management.

UNIT V
Case Study related to the entire syllabus

Suggested Readings:
1. Raghuram G. (I.I.M.A.) -Logistics and Supply Chain Management (Macmillan, 1st Ed.)
2. Krishnan Dr. Gopal -Material Management, (Pearson, New Delhi, 5th Ed.)
4. Sahay B.S. - Supply Chain Management (Macmillan, 1st Ed.)
MBA 302: PRODUCTION & OPERATIONS MANAGEMENT

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

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
Case study related to the entire syllabus.

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)
MBA-303: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

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

UNIT I
Evolution and Concept of Entrepreneurship, Concept of Entrepreneur, Manager, Intrapreneur, Individual and Corporate Entrepreneurs, Characteristics of Successful Entrepreneurs. Need of Entrepreneurship Development, Entrepreneurship and Innovation, Invention, Creativity, Business Idea, Opportunities through Change, Entrepreneurship as a Career, Entrepreneurship as a Style of Management, Changing Role of Entrepreneur

UNIT II

Theories of Entrepreneurship:-- Innovation Theory by Schumpeter & Imitating: Theory of High Achievement by McClelland; X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Theory of Social change by Everett Hagen Entrepreneurial Traits, External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Entrepreneurial Success and Failure: Reasons and Remedies. Scope of Small Business Activities; Place in National Economy; Institutional Support Programmes; Role and Functions of Major Support Institutions such as SIB, CSIO, SSDO, SISIs, etc; Entrepreneurship Development Programmes and Management Education for Entrepreneurs
Women Entrepreneurs: Challenges to Woman Entrepreneurs, Achievements of Woman Entrepreneurs, Role Models of Woman Entrepreneurs.

UNIT III
Different Aspects of Entrepreneurial Organisations. Entrepreneurship and Management; Training and Development Programme; Evaluation of Entrepreneurship Development; Development of Support System, Need of License, Capital Issues and Legal Environment of Business. Entrepreneurial Planning and Monitoring, Entrepreneurship Development During Planned Economy

UNIT IV

Role of the Following Agencies in the Entrepreneurship Development

UNIT-V
Case Study related to the entire syllabus
Suggested Readings:

1. Dynamics of Entrepreneurship Development – Vasant Desai,
2. Entrepreneurship: New Venture Creation – David H. Holt,
3. Entrepreneurship Development New Venture Creation – Satish Taneja, S.L.Gupta,
4. Project management – K. Nagarajan,
5. Entrepreneurship: Strategies and Resources – Marc J. Dollinger,
MBA 401: STRATEGIC MANAGEMENT

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

UNIT I

UNIT II
Environmental Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning, Corporate Analysis, Resource Based Approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.

UNIT III

UNIT IV

UNIT V
Case Study related to the entire syllabus.

Suggested Readings:
1. Lawrence R.Jauch., Glueck William F. - Business Policy and Strategic Management (Frank Brothers)
7. Cliff Bowman -Business Policy and Strategy (Prentice Hall of India)
MBA 402: INFORMATION SYSTEMS MANAGEMENT

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

UNIT I

UNIT II

UNIT III
Concept of Information: Definition, Information Presentation, Quality Information, Value of Information in Decision Making and Other Value, Age of Information Human as an Information Processor – General Model, Newell Simon Model, Limits and Characteristic of Human Information Processing Managers as Information Processors

UNIT IV
System Concepts: Definition, General Model and Types of System, Subsystems, System Stress, System Change, Preventing System Entropy, System Concept and Organization, System Concept Applied to MIS,

UNIT V
Case Study related to the entire syllabus

Suggested Readings:
MBA MK 01: CONSUMER BEHAVIOR

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

UNIT I

Introduction to Consumer Behavior: Nature and Importance of CB, Application of CB in Marketing


UNIT II


UNIT III


UNIT IV


Consumer Decision making Process: Problem Recognition, Information Search and Evaluation, Outlet Selection and Purchase Post Purchase Behavior, Customer Satisfaction and Customer Commitment


UNIT V

Case Study related to the entire syllabus

Suggested Readings:

1. Schiffman LG and Kanuk LL Consumer BehaviourEngel, Kollat and Blackwell

2. David L and Bitta, A.J. Della Consumer BehaviourNair, Suja R,
MBA MK 02: SALES AND DISTRIBUTION MANAGEMENT

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

UNIT I
Introduction: Selling as a Part of Marketing, Sales Management Process, Role of Sales Manager, Concept of Personal Selling, Sales Management and Salesmanship, The Ones of Personal Selling, Process of Personal Selling, Qualities of a Successful Salesman.
Goals in Sales Management: Goal Setting Process in Sales Management, Analyzing Market Demand and Sales Potential, Techniques of Sales Forecasting, Preparation of Sales Budget, Formulating Selling Strategies, Designing Sales Territories and Sales Quota.

UNIT II
Sales Force Management: Organising the Sales Force, Designing the Structure and Size of Sales Force, Recruitment and Selection of Sales Force, Leading and Motivating the Sales Force, Training and Compensating the Sales Force, Sales Contests, Evaluation and Analysis.

UNIT III
Introduction to Distribution Management: Concept of Distribution Channel, Importance of a Channel, Types of Channels, Primary Distributors, Specialized Distributors and Participants, Distributors: Policies and Strategies.

UNIT IV
Channel Management: Forces of Distributing Systems, Distributors Selection and Appointment, Channel Conflicts and their Resolutions, Training the Distributors Sales Team.

UNIT V
Case study related to the entire syllabus.

Suggested Readings:
1. Donaldson B - Sales Management : Theory and Practice (Palgrave)
2. Jobber David and Lancaster Geoff -Selling and Sales Management (Pearson Education)
3. Spiro -Sales Force Management (Tata Mc Graw Hill, 11th Ed.)
5. Rosenbloom – Marketing Channels (Cengage Learning, 7th Ed.)
6. Johnson and Marshall - Sales Force Management (Tata Mc Graw Hill, 8th Ed.)
7. Coughlan A.T., Stern Louis W., EL-Ansary A.l. and Anderson E -Marketing Channels (Prentice Hall of India, 6th Ed.)
MBA MK 03: RETAIL MANAGEMENT

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

UNIT I
Overview of Retailing Environment and Management: Retailing, Definition and Concept, Functions of Retailing Driving Forces for Retailing, Building and Sustaining Relationships, Strategic Planning, Structural Change, Type of Retail Outlets, Market Structure, Retail Planning, Development and Control.

The Customer and Retail Business: Knowing your Customers, Focusing on the Consumer, Mapping Out Society, Learning, Attitude, Motivation and Perception.

UNIT II


UNIT III

UNIT IV
Delivering the Product: Retail Information Systems, Merchandise Management Retail Pricing, Development and Implementing Plans, People in Retailing.


UNIT V
Case study related to the entire syllabus.

Suggested Readings:
2. Berman B and Evans J.R - Retail Management (Pearson Education, 9th Ed.)
5. Cox Roger and Brittain Paul - Retailing: An Introduction (Pearson Education, 5th Ed.)
6. Newman and Cullen - Retailing (Cengage Learning, 1st Ed.)
MBA MM 04: SERVICE MARKETING

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

UNIT I
Basics of Services:
Service Sector and Economic Growth, Service Concept, Characteristics and Classification of Service, Challenges & Strategic Issues in Service Marketing: Segmentation, Differentiation and Positioning of Services

UNIT II
Marketing Mix in Services Marketing:
Product, Price, Place, Promotion, People, Physical Evidences and Process Decisions.

UNIT III
Service Management Process; Internal, External and Interactive Marketing Strategies.
Consumer Behavior in Service Encounter; Demand Management in Services.

UNIT IV
Managing Service quality and Productivity
Concept, Dimensions and Process; Service Quality Models (Gronnos and Parasuraman)
Application and Limitations, Productivity in Services.

Applications of Service Marketing and CRM
Marketing of Financial, Hospitality, Health, Educational and Professional Services, Marketing for Non-Profit Organizations and NGOs; Relationship Marketing (CRM) and Customer Satisfaction Measure

UNIT V
Case study related to the entire syllabus.

Suggested Readings:

2. Zeithmal, Bitner, Service Marketing (SIE), 4e Tata McGraw Hill
3. Hoffman, Marketing of Service 1st 2008 Cengage Learning
4. Lovelock, Wright, Principles of Service marketing and Management
5. Nimit Chowdhary, Service Marketing, McMillan India.
MBA FM 01: INDIAN FINANCIAL SYSTEM

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

UNIT I
Framework of Indian Financial System

UNIT II

UNIT III
Consumer Finance and Lease Financing
Bills Discounting – Types of Bills, Discounting of Bills, Purchasing of Bills, Drawer & Drawee Bills. Credit Cards – Functioning of Credit Cards.

UNIT IV
Financial Intermediaries
Mutual Funds : Significance, Types & Organization, Association of Mutual Funds in India, UTI Disinvestment of PSUs
Credit Rating: Need, Rating Methodology, Rating Symbols, Credit Rating Agencies – CRISIL, CARE, MOODY, Standard & Poor’s fifth rating.

UNIT V
Case study related to the entire syllabus.

Suggested Readings:
2 S. Guruswamy, Financial Market and Instruments, Thomson.
4 M.Y. Khan, Financial Services, Tata Mc-Graw Hill.
5 L.M. Bhole, Financial Institutions & Markets,Tata Mc-Graw
MBA FM 02: SECURITY ANALYSIS AND INVESTMENT MANAGEMENT

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

UNIT I

UNIT II
Utility Analysis: Analysis of Risk & Return, Types of Risk, Valuation – Bond and Fixed Income Instruments Valuation – Bond Pricing Theorems, Duration of Bond and Immunisation of Interest Risk, Term Structure of Interest Rate, Determination of Yield Curves, Capital Allocation Between Risky & Risk free assets-Utity Analysis

UNIT III

UNIT IV

UNIT V
Case study related to the entire syllabus.

Suggested Readings:
2) Security Analysis & Portfolio Management – Fisher and Jordan, 6/e Pearson, PHI
4) Portfolio Management – Barua, Verma and Raghunathan (TMH), 1/e, 2003
MBA FM 03: PROJECT MANAGEMENT

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

UNIT I
Project Management

UNIT II
Generation and Screening of Project Ideas
Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Scanning for Project Ideas, Preliminary Screening,
SCBA – Rationale and Approaches to it (UNIDO and L.M. approach)

UNIT III
Project Formulation and Network Techniques

UNIT IV
Project Review and Administrative Aspects

Financial Analysis
Cost of Project, Means of Finance, Working Capital Requirement and its Financing, Profitability
Projections and Projected Cash Flow Statement and Balance Sheet.

UNIT V
Case study related to the entire syllabus

Suggested Readings:

1. Prasanna Chandra – Project Planning Analysis Selection Implementation and Review –
MBA FM 4: STRATEGIC TAX PLANNING AND TAX MANAGEMENT

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

UNIT I
Introduction
Concept of Income and its Components, concepts of Tax Planning-Tax Avoidance, Tax Evasion,
Tax Management, Tax Planning with Reference to Location, Nature of Business, Forms of
Business Organization.

UNIT II
Tax Planning – Financial Management Decisions and Managerial Decisions
Taxes Planning in respect of Capital Structure Decision, Dividend Policy, Inter Corporate Dividend,
Bonus, Share, Own or Lease, Make or Buy Decisions, Repair, Replacement, Renewal, Renovation of
an Assets, Shut Down or Continue Decision

UNIT III
Computation of Total Income
Tax Liabilities of Companies, Minimum Alternate Tax, Dividend Tax, Dividend Tax on Mutual
Funds, Double Taxation Avoidance Agreements, Fringe Benefit Tax and Taxation of International
Transactions

UNIT IV
Tax Provision
Tax Provision Relating to FTZ, Infrastructure Sectors, Backward Areas, Tax Incentives to Exporters
Tax Management
Return of Income and Assessment Procedure, Tax Deducted at Source, Tax Collection of Source,
Advance Payment of Tax, Collection and Recovery of Tax, Refund of Tax, Appeals and Revisions,
Income Tax Authorities and their Powers

UNIT V
Case study related to the entire syllabus

Suggested Readings:

1. V.P. Gaur, corporate tax planning and management-Dr. H.C. Mehrotra
2. V.P. Gaur, corporate tax planning and management-Dr. H.C. Mehrotra
3. Law and practice-Dr. Girish Ahuja and Dr. Ravi Gupta
MBA HRM-01: HUMAN RESOURCE AND ORGANISATIONAL DEVELOPMENT

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

UNIT I
HRD Concept & Definition, Goals of HRD, Importance of HRD, History of HRD in India, HRD Departments and their Tasks, Qualities of HRD Professionals, Present Status of HRD in India.

UNIT II

UNIT III
Interventions of HRD – Potential Appraisal, Competency Mapping, Career Planning and Development, Mentoring, Assessment Centers.

UNIT IV

UNIT V
Case study related to the entire syllabus

Suggested Readings:

MBA HRM 02: LEGAL FRAMEWORK GOVERNING HUMAN RELATION (PART –I)

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

UNIT I

UNIT II
Trade Union Act, 1926 – Definition of a Trade Union, Registration of Trade Union, Right and Duties of Registered Trade Union, Regulation, Penalties.

UNIT III

UNIT IV
The Employee Provident Fund ACT, 1952
The Apprentices Act, 1961

UNIT V
Case study related to the entire syllabus

Suggested Readings:
1 P.K. Padhi, Labour and Industrial Law, Prentice Hall of India Ltd.
2 P.L. Malik, Handbook of Industrial Law, Eastern Book
3 N.D. Kapoor, Handbook of Industrial Law, Sultan Chand & Sons
5 Ratna Sen, Industrial Relation in India, MacMillan India.
6 Dr. V. G. Goswami, Labour and Industrial Law, Central Law Agency.
MBA HRM 03: COMPENSATION PLANNING

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

UNIT I
Introduction

UNIT II
Wages and Salary Administration at Macro (national) Level
Industry’s Compensation Policy (micro level).
Compensation Strategy at Micro (company) Level, Concept of Internal Equity and External Parity

UNIT III
Job Evaluation
Methods and Systems of Job Evaluation, Job Pricing, Designing Pay Ranges and Bands.
Compensation Structure – Indian Practices.
Salary Progression, Methods of Payment

UNIT IV
Concept of reward
Financial and Non Financial Compensation System
Incentives
Merits and Demerits of Incentives, Types of Incentives- Individual & Group
Fringe benefits - Need, Objective, Types
Wage Laws in India
Performance & Skill Based Pay Systems
Voluntary Retirement Scheme
Managerial/ Executive Remuneration

UNIT V
Case study related to the entire syllabus.

Suggested Readings:
3. N.D. Kapoor, Hand Book of Industrial Law, Sultan Chand and Sons.
MBA HRM 04: LEGAL FRAMEWORK GOVERNING HUMAN RELATION (PART –II)

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

UNIT I
Employee State Insurance Act, 1948

UNIT II
The Payment of Wages Act, 1936
The Minimum Wages Act, 1948

UNIT III
The shops & Establishment Act,
The Workmen's Compensation Act 1923

UNIT IV
The Payment of Bonus Act, 1965
The Payment of Gratuity Act , 1972
The Maternity Benefit Act, 1961

UNIT V
Case study related to the entire syllabus.

Suggested Readings:

1 P.K. Padhi , Labour and Industrial Law, Prentice Hall of India Ltd.
2 P.L. Malik , Handbook of Industrial Law, Eastern Book
3 N.D. Kapoor , Handbook of Industrial Law, Sultan Chand & Sons
5 Ratna Sen, Industrial Relation in India, MacMillan India.
6 Dr. V. G. Goswami , Labour and Industrial Law, Central Law Agency.
MBA IB 01: INTERNATIONAL MARKETING

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

UNIT I
Overview of World Business and Framework of International Marketing:

World Market Environment:
Political Environment-Political Systems, Political Risks, Indicators of Political Risk, Analysis and Measures to Minimize Political Risk.
Cultural Environment-Culture and its Characteristics, Influence of Culture on (a) Consumption (b) Thinking (c) Communication Process, Cultural Universals.

UNIT II
Planning for International Marketing:

UNIT III
International Marketing Decisions - I:
International Pricing Strategy-Role of Pricing, Price Standardization, Pricing Decisions, Price Distortion, Transfer Pricing, Counter Trade, Terms of Sale, Methods of Financing and Means of Payment International Channels of Distribution – Channel Members, Channel Management, Retailing in International Scenario, International Physical Distribution

UNIT IV
International Marketing Decisions -II:
International Promotion Strategies-Promotion Mix, Promotion and Communication, Personal Selling, International Sales Negotiations
International Advertising – Patterns of Global Advertising, Global Advertising Regulations, Advertising Media, Standardized International Advertising
International Organizational Control

UNIT V
Case study related to the entire syllabus.

Suggested Readings:
1 Onkvist S.,Shaw J.-International Marketing (Pearson, 3rd Ed.)
2 Cherunilam F -International Trade and Export Management (Himalaya, 2007)
3 Varshney R.L, Bhattacharya B -International Marketing Management (Sultan Chand & Sons, 9th Ed.)
MBA IB 02: INTERNATIONAL BUSINESS ENVIRONMENT AND FOREIGN EXCHANGE ECONOMICS

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

UNIT I

UNIT II

UNIT III

UNIT IV
International Institution: UNCTAD, Basic Principles and Major Achievements, IMF, Role of IMF, IBRD, Features of IBRD, WTO, Role and Advantages of WTO.

Regional Economic Integration: Introduction, Levels of Economic Integration, Regional Economic Integration in Europe, Regional Economic Integration in U.S.A., ASEAN, SAARC, Integration for Business.

UNIT-V
Case study related to the entire syllabus.

Suggested Readings:
1) Agarwal Raj -International Trade (Excel, 1st Ed.)
2) Hill C.W. -International Business (TMH, 5th Ed.)
3) Daniels -International Business (Pearson, 1st Ed.)
4) Black J -International Business Environment (Prentice Hall)
MBA IB 03: EXPORT MANAGEMENT AND DOCUMENTATION

3 Credits per Week, 1 Credit = 1 Lecture per Week
UNIT I
Introduction to Export Management:
Introduction, Definition of Export, Benefits Arising from Export, Export Prospect for Small Firms, Importance of Exports to India, Process of Export Marketing, Sources of Export Information, Important Publications, Important Organizations, Direction of Exports from India, Recent Trend in India’s Export.
Selection of Products and Identification of Export Markets:
Choosing a Product, Methods of Identifying Export Winners, Suitability of a Product for a company, Selecting Products for Manufacturing and Export, Selection of Export Markets, Criteria for Grouping Countries.

UNIT II
Export Marketing Channels and Export Sales Contract:

UNIT III
Export Finance and Pricing

UNIT IV
Formalities of Registration and Export Documentation

UNIT V
Case study related to the entire syllabus.

Suggested Readings:
1) Cherunilam, F-International Trade and Export Management (Himalaya, 2007)
2) Varshney R.L, Bhattacharya B-International Marketing Management (Sultan Chand & Sons, 9th Ed.)
3) Govt. of India -Hand Book of Export Import Policy 2002-2007 (Ministry of Commerce, India)
4) Keegan J Warren – Global Marketing Management (Pearson
MBA IB 04: INTERNATIONAL LOGISTICS MANAGEMENT

3 Credits per Week, 1 Credit = 1 Lecture per Week
UNIT I
Introduction to Logistic System:

UNIT II
Structure of Shipping Industry and World Seaborne Trade:

UNIT III
Freight Structure and Role of Intermediaries:

UNIT IV
Indian Shipping and Containerization:
Ports in India, Developments in India Shipping, Ports Infrastructure Development, Shipping Association, Shipment of Govt. Controlled Cargo.
Concept of Containerization, Classification of Constraints in Containerization, I.C.D’s.
International Air transport: Concept of Air Transport, Advantages of Air Transport, Constraints, Air Cargo, Tariff Structure, I.A.T.A.

UNIT V
Case study related to the entire syllabus.

Suggested Readings:
MBA OP 01: RURAL MANAGEMENT

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

UNIT I

UNIT II

UNIT III
Marketing of Agricultural Products – Agricultural Inputs and their Types, Government Efforts, Challenges, Agricultural Marketing, Marketing Rural Non-Farm Products, Marketing Network, Social Structure of Rural Society, Different Marketing Agencies and Institutions, Various Types of Distribution Channels in Rural Marketing,

UNIT IV

Introduction to Rural Financing, Sources of Finance, Requisites of a Good Finance System, National Level Credit Agency-NABARD, Functions of NABARD, Schemes and Patterns of NABARD.

UNIT V
Case study related to the entire syllabus.

Suggested Readings:
1  Warren M -Financial Management for Farmers and Rural Managers (Blackwell Publishing)
2  PragP A -Rural Diversification (EG Books)
3  Thorne Daniel and Morner Alice -Land and Labour in India (Asia Publishing House)
4  Deu S. Mahendra and Basu K.S. - Economic and Social Development (Academic Foundation)
5  Gopalaswamy T.P. -Rural Marketing Environment, Problems and Strategies (Vikas, 1st Ed.)
MBA OP 02: INSURANCE & RISK MANAGEMENT

3 Credits per Week, 1 Credit = 1 Lecture per Week
UNIT I
Principles of Life Insurance and Governance of Insurance Business.

UNIT II

UNIT III
Risk Management and Underwriting
Role of Actuaries- Product framing, Underwriting Guidelines, Re-insurance
Preparation of Insurance Documents Policy Conditions

UNIT IV
Settlement of Claims
Insurance Laws and Regulations with respect to Following Acts.

UNIT V
Case study related to the entire syllabus.

Suggested Readings:

1 Mishra M.N. -Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi)
2 Ganguly Anand -Insurance Management (New Age International Publishers, New Delhi)
3 Vaughan & Vaughan -Fundamentals of risk & Insurance (John Wiley & Sons, New York)
4 Srivastava D.C., Srivastava Shashank -Indian Insurance Industry Transition & Prospects (New Century Publications, Delhi)
5 Kakkar, Bisen -Insurance & Risk Management (New Age Publication, New Delhi)