JIWAJI UNIVERSITY, GWALIOR

SYLLABUS
OF
MBA FINANCIAL ADMINISTRATION
AND
EXAMINATION SCHEME
(Wef. 2015-2017)
CHOICE BASED CREDIT SYSTEM

SCHOOL OF STUDIES
POLITICAL SCIENCE AND PUBLIC ADMINISTRATION
JIWAJI UNIVERSITY, GWALIOR – 474011 (M.P.)
# MBA (FINANCIAL ADMINISTRATION)
## (FOUR SEMESTERS PROGRAM)
### (CBCS – 2015-2017)
**CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%**

## SEMESTER I

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<tr>
<th>PAPER CODE</th>
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<tr>
<td>FA - 101</td>
<td>Fundamental of Financial Administration.</td>
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<td>FA - 102</td>
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<td>FA - 401</td>
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MBA FINANCE
1ST SEMESTER

102: Application of Quantitative Techniques in financial administration.
103: Principles of Management.
104: Basic and Management Accounting.
105: Business and Corporate Law.
106: Economic Analysis.

MBA FINANCE
IInd SEMESTER

201: Business Communication.
203: Business Environment.
204: Operation Research.
205: Organizational Behaviour.
206: Fundamentals of Marketing.

MBA FINANCE
IIIrd SEMESTER

301: Project Management.
302: Management of Financial Institutions in India.
303: Research Methodology.
304: Banking Law and Practice.
305: Management Information System.
306: Optional Papers
   (a) Security Analysis and Portfolio Management.
   (b) Financial Administration of India.
   (c) Advertising Management.

MBA FINANCE
IVth SEMESTER

401: Computer Applications in financial Administration.
402: Financial Services.
404: International Marketing.
405: Strategic Management.
406: Optional Papers
   (a) International Financial Management.
   (b) Fundamentals of Retail Management.
   (c) Marketing Services.
MBA FA -101
FUNDAMENTAL OF FINANCIAL ADMINISTRATION
CORE
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%


UNIT – II  Union State financial relation, Resources Mobilization & Utilization, Management Accounting & Accounting system in India, Parliamentary financial control.


UNIT – V  Principles of tax administration, Direct taxes administration, Administration of indirect taxes, Problems of tax evasion and avoidance's, reforming tax administration, Rationalization of indirect taxation.

Suggestive Readings

Financial Administration: M.J.K. Thavraj
UNIT – I  **Introduction:** Concept, Scope, Nature, Importance and limitations of statistics, function of statistics, Collection of data, Arithmetic average, weighted mean, mode and median.

UNIT – II  **Dispersions and Skewness:** Concept of dispersion, methods of measuring dispersion Quartile deviation, mean deviation and standard deviation, coefficient of variation, Coefficient of skewness method by Karl Pearson’s and bowley’s.

UNIT – III  **Correlation and Analysis:** Concept and importance of correlation, Types of correlation, Coefficient of correlation method by Karl Pearson’s Spearman’s and concurrent Deviations, probable error.

UNIT – IV  **(A) Regression Analysis:** Meaning and uses of Regression analysis, Regression lines, Regressions coefficient. Regressions equations by using method of least square.

**B) Index Numbers:** Meaning and uses of Index number, Methods of constructing index numbers – Simple Aggregate method, Weighted Aggregates methods, Fisher’s ideal method.

UNIT – V  **(A) Probability:** Meaning and Importance of the Concept of probability, calculation of Probability: Addition theorem, multiplication theorem and Bayes theorem (Simple Problems).

**B) Chi- square test:** Meaning & uses of chi square measures, Degrees of freedom Computation of the value of chi square Yate’s correction.

**C) Test of hypothesis:** Test of significance of small samples – ‘t’ test & ‘f’ test.

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**Suggestive Readings**

1. Elhance & Elhance – statistics
2. S.P. Gupta - statistics

UNIT – II  **Planning** – Concept, Process, Types and Significance, Types of plan, Objective setting: Concept and types and process of setting objectives, M.B.O.: concept, process and managerial implications, Decision Making: concept, process, types and techniques of Decision Making.

UNIT – III  **Organizing** – nature, principle, Process, and Significance of organizing, concepts in Organizing, Line and staff authority, Departmentation, Span of management, Centralisation and Decentralisation, principles of Organizational Designing, types of Organizational Structure.

UNIT – IV  **Directing** : Concept, Nature, Scope, principles of Direction, leadership styles, Motivation Concept and Implications, Communication Concept, process, Barriers to Communication and Building and Effective system of Communication, Media and Channels of Communication.

UNIT – V  **Coordination and Control**: Nature, Scope and Techniques of Coordination; nature, process. Types, areas of exercising control, Major Control system and Modern Techniques of Control.

**SUGGESTED READINGS**

Koontz and O’Donnell & Weilrich: Elements of management
Newmann & Summer: Process of Management
R.D. Agrawal: Organization and Management
Peter Drucker: Practice of Management
L.M. Prasad: Principles of Management
MBA FA 104
BASIC AND MANAGEMENT ACCOUNTING
CORE
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%


Unit – II Concept of Provision Reserves, Depreciation accounting, final accounts with adjustments.

Unit – III Accounting and Major Cost Concepts – Concepts and classification of cost, Methods and Techniques of Costing, Managerial Costing and Break even Analysis, Standard Costing and Various Analysis – Computation of Material and Labour variance only.

Unit – IV Statement of Change in Financial Statement –

Fund Flow Analysis – Meaning and Concept of Funds and Fund flow, Significance, Importance and Limitation of Fund Flow Statement.

Cash Flow Analysis – Comparison between fund flow statement and cash flow statement, Significance and time taken of cash flow statement, Preparation of cash flow statement.

Ratio Analysis – Capital Structure Ratio, Profitability Ratio, Turnover Ratio, Solvency Ratio

Unit – V Budgeting and Budgetary Control – Meaning Object, Characteristics of Budgetary Control, Advantages and Limitation of Budgetary Control, Preparation of Sales Budget, Cash Budget, Flexible Performance Budgeting, Concept of Management Audit and Responsibility Accounting.

Suggested Reading:
1. Robert Anthony : Management Accounting.
2. Khan & Jain : Management Accounting.
8. G.M.Pandey : Management Accounting.
MBA FA 105
BUSINESS AND CORPORATE LAW
CORE
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%


Unit – III  Partnership Act 1932, Law relating to sale of goods.

Unit – IV  Companies Act 1956, Companies Law relating to formation and financing of Joint Stock companies, Management of Share Capital.

Unit – V  Management of joint stock companies in India appointment role, Functions, Duties and Liabilities of Company Directors and Managing Director.

Suggested Reading:
1. N.D.Kapoor  :  Mercantile Law.
5. R.C.Chawla & Garg  :  Mercantile Law.

[Signature]

UNIT – II  Economics of Consumer Analysis (Modern Approach) – Indifference curve, Analysis, its characteristics, consumer equilibrium through indifference curve, derivation of demand curve through indifference curve.

UNIT – III  Economics of production analysis – Traditional Approach, returns of scale, laws of return and production function. Modern approach, ISO Product curve and optimum factor combination

UNIT – IV  Concept of Price Determination – Demand and supply Analysis, law of demand, elasticity of demand, law of supply, elasticity of supply
Cost of Revenue Analysis – Cost, Concept, Cost Curve, revenue concept and revenue curve.

UNIT – V  Analysis of price determination – Price determination under perfect combination, imperfect combination and monopoly, trade cycles its theories and causes

Suggestive readings
H.S. Agrawal : Microeconomics
M.L. Seth : Microeconomics
Mehta : Management Economics
MBA - FA 201
BUSINESS COMMUNICATION
CORE
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%

Unit I: Meaning and process of communication. Different objectives of communication, Media of communication, Sharpening the tools of business communication, Barriers of effective communication.

Unit II: Developing oral communication skills – Pronunciation, Phonetics consulting dictionaries, Listening skills, Making effective presentation, Conducting Meetings, Telephonic conversation.

Unit III: Developing written communication skills, Building up vocabulary, Correctness in grammar and punctuation, Structure and lay out of letters [Sales, credit collection etc.] Tenders Memorandum, Notices, Agenda, minutes.

Unit IV: Basic negotiation skills: Interviews – How to face and how to conduct – case studies. Work atmosphere and dealing with disciplinary matters, Negotiation Skills.

Unit V: Report Writing: Types of reports, Editing a report – Summarising reports, Making the precis and its importance.

Book Recommended:

2- Effective English communication – Krishna Mohan & Meenakshi Raman
3- Practical communication skills – Edited by Chrissie Wright
4- Fittman Business Ternus phrases and abbreviations.
5- Prentice – Hall Encyclopedic dictionary of business.
6- Dictionary of foreign words and Phrases. Ed. Maxim newmark( Jhanies and Hudson)


Unit – IV  Management of Working Capital- Concept of working Capital, nature and Scope of Working Capital management, Approaches to the financing of current assets, financing of working capital in India, estimation of Working Capital and analysis of Working Capital.


Suggested Reading :
1. S.N.Maheshwari : Financial Management
2. I.M.Pandey : Financial Management
MBA - FA 203
BUSINESS ENVIRONMENT
CORE
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%


Unit – III  Industrial Environment – Industrial Policy (Recent), IDRA Act 1951, The Planning Machinery, Industrial Development during five years plans – Achievements and Impediments, Industrial Sickness, MRTP Act 1969 (as amended upto date).

Unit – IV  Economic Environment – SEBI – its Role, FIPB- its Role, Fiscal and Monetary Policies, Policy of Liberalization and Globalization, Foreign Capital and Technology, Export and Import Policy, FEMA.

Unit – V  Technological and Ecological Environment – Choice of appropriate technology, Technology transfer-status of technology in India, Role of MNCs in India an Economy, Problem of pollution and its control, Role of business and management in controlling pollution.

Suggested Reading :
1.  Khera, S.S. : Government and Business
2.  Cherunilam, F. : Business Environment
4.  K.Aswathapa : Essential of Business Environment
6.  Dwijendra Tripathi : Business Politics in India
7.  Kohli and Restura : Business Environment
UNIT – I  **Operation Research**: Nature, Significance and purpose of Operation research, Basic concept and Definition, Methodology of operation research, Types of Models.

UNIT – II  **Linear Programming**: Introduction to linear programming, Graphical, Simplex Methods, duality Problems.

UNIT – III  **Statistical Decision theory**: Meaning and Scope, Decision Framework, Decision under Certainty and Uncertainty, Decision Tree, Game theory and Two person Zero- Sum game (Pure and Mixed Strategies).


UNIT – V  **Queuing, Inventory Control and Replacement Problems**: Queuing Theory-Basic components of queuing system, Assumption in queuing theory, Problems Relating to model (m/m/l) (FCFS) (Without Proof) Inventory Control – Economic order quantity, problem relating to models with Uniform rate of demand with and without shortages (without proof). Elements of Replacement theory – problems relating to replacement of equipment that deteriorates with time (with or without change in money value).

**Suggestive Readings**:

1. Operation Research  V.K.Kapoor
UNIT – I  Introduction: Organization and organization Behaviour, Key determinants of Behaviour in organization, goals, elements and focus of O.B. and Contribution of other disciplines to O.B., O.B. models & their Implementation.

UNIT – II  Biological Foundation of human Behaviour Personality: Concept, determinants, effect of personality on behaviour, Personality traits, theories & test of personality.  
Learning: Definition, theories, shaping & learning curves.  
Attitudes: Concept, Characteristics, function & formation of attitude, Measurement of attitude, cognitive dissonance theory.  

Work Teams: Group Vs. teams, types creating high performance teams, Turning individuals into team players.

UNIT – IV  Organizational Power Structure and Leadership Patterns:  
Power: Meaning, Types, Distinction between, power, authority and influence, contingency approaches to power.  
Leadership: Meaning, traits of an effective leadership, leadership behaviour, types of leader, managerial grid, theory of leadership, emerging trends of leadership.

UNIT – V  Organization change and Development:  
Organizational Change: Definition, Goals of OC, Forces for change, Resistance to Change, Overcoming resistance and managing OC.  
Organizational Development: Concept, values, Techniques, Organizational Culture and Climate, Organizational Effectiveness, management of Stress and conflict in organizations.

Suggestive Readings

L.M. PRASAD – ORGANIZATIONAL BEHAVIOUR  
P. ROBBINS – ORGANIZATIONAL BEHAVIOUR
MBA FA – 206
FUNDAMENTALS OF MARKETING
CORE
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%

Unit I: **Introductory**: Concept and scope of Marketing, difference between marketing and selling, Marketing Mix, Market segmentation, Marketing planning Strategies and Approaches, Modern concept of marketing

Unit II: **Consumer Behaviour and Marketing Research**: Concepts of consumer behaviour, Buying Motives, Study of consumer behaviour and Motivational Research, Marketing Information System, marketing Research and Its types, nature and scope, Role and Methods of conducting marketing Research.


Unit IV: **Product Pricing**: Concept, nature and scope of Product policy decision, price policy consideration, objectives and strategies of pricing, selling below cost, price dumping, price discrimination, resale price maintenance, government regulation of pricing.

Unit V: **Promotion & Distribution Management**: Decision relating to Channels of Distribution, different channels of distribution, choices of Channel, management of Physical distribution. A study of Promotion mix, Advertising, Sales promotion, Public Relations and personal selling.

Suggested Readings:

Kotler Philip
Gandhi
Sontakki C. N.

Marketing Management
Marketing Management
Marketing Management
UNIT – I  Introduction - Concept of Project Management, characteristics of a project, categories of project, project life cycle, phases, tools and techniques for project management, project manager and his problems, roles and responsibilities of a project manager.


UNIT – III  Project Implementation Stages – initiating the project, specifying, and scheduling the work, clarifying authority, responsibilities and relationships, obtaining resources. Establishing control system, Directing, Controlling. Bottlenecks in project implementation, Guidelines of Planning Commission for Effective Implementation of the project, pre- requisites for successful project implementation.


Suggestive Readings

1 Dr. Prasanna Chandra : project planning analysis, selection and Implementation
2 Goyal : Project Management
3 P.C. K. Rao : Project Management and Control
MBA FA – 302
MANAGEMENT OF FINANCIAL INSTITUTIONS IN INDIA
CORE
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%

UNIT - I
FINANCIAL INSTITUTIONS AND ECONOMIC GROWTH:
Economic Growth and Process of Capital Formation; Problems of Capital Formation in under-developed countries, Components of Capital Markets; Major Financial Institutions in India.

UNIT - II
COMMERCIAL BANKS AND 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
INSTITUTIONAL FINANCING SETUP:

UNIT - V
RECENT DEVELOPMENTS IN INDIAN CAPITAL MARKET: Convertible capital issue, certificate of Deposits, Commercial Papers, Mutual Funds, Venture Capital, O.T.C. Market, Factoring, Learning Zero Coupon Bonds.
New Institutions: DFBI, CRISIL, SEBI, SHCI, RCTC, ICRA, (Their significance in Capital Market). Rehabilitation of sick units, Role of BIFR.

UNIT II: Defining the Research Problem and Techniques Involved In Defining the Research Problem
Research Design – Meaning, Need and Features, Different Research Designs – Exploratory, Descriptive, Experimental Research Design

UNIT III: Sampling Design, Implications of a Sample Design, Steps In Sample Design, Types of Sample Design, Methods of Data Collection Techniques of Data Analysis

UNIT IV: Interpretation and Report Writing, Meaning, Techniques, Precautions and Significance of Report Writing, Steps in Report Writing, Types of Report

UNIT V: Introduction to Social Research, Classification of Science, Objectives and Assumptions of Social Research, Difference between Social Research and Physical Science, Objectivity in Social Research, Significance of Social Research, Difficulties of Social Research in India

Suggest Reading:
1- Kothari R. C. : Research Methodology
UNIT – I  Banking System in India, Functions of Banks, Special Bank Services, Investment Institutions in India, RBI and Its role, Operations of the Capital Market

UNIT – II  Relationship of Banker and Customer, Accounts of Customer, Special Types of Account holder, Paying Banker

UNIT – III  Negotiable Instruments, Parties to Negotiable Instruments, Presentation and Dishonor, Cheques, Types of Crossing, Endorsement and its types

UNIT IV  Collecting banker, employment of funds, types of securities, modes of creating charges

UNIT – V  Management of development banks, ICICI, IDBI, SFC, Banking Regulation Act 1949

Suggestive Readings

S.N. Maheshwari  –  Banking Law and Practice
L.M. Bhole  –  Management of Financial Institutions
MBA – FA 306 (a)
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
Optional Paper
C E L E C T I V E
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%

Unit - I  The Investment Environment -

Unit – II  Security Analysis or Common Stock Analysis –

Unit – III  Risk and Return -

Unit – IV  Security Market in India –

Unit – V  Portfolio Management -
Introduction to Portfolio Management, Capital Market Theory, Portfolio Selection Models – Marketing Theory, Sharpe single under model, Portfolio Selection – Utility Theory and Indifference curve, Classification of Managed Portfolio.

Suggested Reading:
1. Preeti Singh : Investment Management
2. Fisher and Jordon : Security Analysis and Portfolio Management
3. Elton and Giber : Modern Portfolio Theory and Investment Analysis
4. V.A. Aradhari : Capital Marketing Management
5. Bhatta : Investment Management
MBA – FA 306 (b)
FINANCIAL ADMINISTRATION OF INDIA
(Optional Paper)
C ELECTIVE
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%

UNIT – I  Budget – Role and Process, budget as an instrument of economic policy, finance ministry – structure, functions and its role

UNIT – II  Financial control over administration, legislative financial control, public account committee, estimate committee, public undertaking committee

UNIT – III Plan – Planning commission, composition, function and role, five year plan, planning process, plan implementation, national development council

UNIT – IV Administration of industrial finance – financing of large scale and small scale industries, role of industrial development bank of India, industrial financial corporation of India

UNIT - V Function and management of Reserve Bank of India, Credit control instrument of RBI, features of Indian money market, effectiveness of RBI in monetary policy

Suggestive Readings

Public Administration in India – Bhambr C.P.
Indian Economy – Datt Rudder and Sundaram 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 – FA 306 (c)
ADVERTISING MANAGEMENT
Optional Paper

CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%

Unit - I  Advertising World – What is advertising? Advertising and Marketing Mix, Importance of Advertising in marketing and communication, communication models, Types of Advertising, Legal and Ethical issues in Advertising, Advertising as a tool of consumer welfare

Unit – II  Advertising Decision and Media Planning—Advertising Budget, Advertising Appeals, Media, Types of Media, Media Selection, Media Planning Process, types of campaign, DAGMAR Approach, Three Phase of Campaign Creation, Limitations of three stage model.

Unit – III  Creativity in Advertising – Message Design and positioning, marketing objectives, Message presentation, Advertisement 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 Bottom advertisement, divided advertisement, Emphasis On-Background , Caption, Heading, Text

Unit – V  Fundamentals of computer graphics – 3D, rendering, ray tracing, 2-D Morphing, 3-D Morphing

Suggested Reading :
2. P.K.Agarwal : Advertising Management
MBA – FA 401
COMPUTER APPLICATIONS IN FINANCIAL ADMINISTRATION
CORE
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%

Unit - I Generations of Computer, Microprocessors, Data representation, Number Systems (Decimal, Binary, Octal, Hexadecimal), Binary Coded Decimal, Alphanumeric Representation, 1st and 2nd complement, Digital Logical Circuits


Unit – IV Office Management - Creating and modifying documents (MS-WORD), spreadsheet solutions (MS-EXCEL), creating presentations (MS-POWER POINT), Introduction to DBMS, using MS-Access (tables, forms, reports)

Unit – V Internet: Concept & Definition, Types of Access (dial-up and dedicated), Modem, WWW, different Browsers, E-mail An Introduction, E-mail Address, how does e-mail work Multimedia - Introduction and Application of Multimedia.

Suggested Reading:


2. Internet – An Introduction By Manish Dixit And Tata Mc Grawhill
MBA – FA 402
FINANCIAL SERVICES
CORE
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%

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 –

Bills Discounting – Types of Bills, Discounting of Bills of Exchange, Purchasing of Bills, Drawer Bills and Drawers Bill, Refinance facility from RBI.

Credit Cards – Functioning of Credit Cards, Concept of 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 CARE.

Suggested Reading:
1. M.Y.Khan : Indian Financial System
2. M.Y.Khan : Financial Services
MBA – FA 403
WORKING CAPITAL MANAGEMENT
CORE
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%


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
MBA – FA 404

INTERNATIONAL MARKETING
CORE
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%

Unit - I  Introduction – Nature, scope and challenges in international marketing, difference between international and domestic marketing, major decisions in international marketing, Theories of International Trade

Unit – II  International Marketing Environment: Identifying and analyzing opportunities in the international trade Environment, Social, Legal, Cultural, Economic, Political and Technological, Environmental Factors affecting International Marketing, methods to enter into international market

Unit – III  International Marketing Strategies- Development of international marketing strategies for product, pricing, distribution and promotion of product and services, competitive strategies for international markets.

Unit – IV  Recent trends in India’s foreign trade, Export promotion, need, objectives and methods of export, risk in International Market, Export financing, Role of Export houses, Export procedure and documentation.

Unit – V  International Economics Institutions – Regional Economic Integrations and strategic implications, IMF, IBRD, WTO, ECM

Suggested Readings:
M.N.Mishra : International Marketing Management
Varshney & Bhattacharya : International Marketing Management
MBA – FA 405
STRATEGIC MANAGEMENT
CORE
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%


Unit – II  **Strategy Formulation** – Corporate Mission and Objectives, Environmental appraisal, Organizational appraisal, Different Strategic alternatives and process of Strategic choice.


Unit – IV  **Strategy Evaluation** – Nature and process of Strategic evaluation and control, Types and Techniques of Strategic and operational control Organizational Systems and Evaluation.

Unit – V  Case Studies on Strategic Management –

Suggested Readings:

1. Azhar Kazmi : Organisation and Management
2. Hungerb & K.Wheelen : Strategic Management
3. L.M.Prasad : Business Policy and Strategic
4. William Gluck : Business Policy Strategic
MBA – FA 406 (a)
INTERNATIONAL FINANCIAL MANAGEMENT
C ELECTIVE
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%

Unit - I

Unit – II

Unit – III
Foreign Exchange Market – Concept and distinctive features of Foreign Exchange Market, SPOT Market, Forward Market, Types of Transactions and Settlement Dates, Exchange rate Quotations 7 Arbitration, Relationship between Forward Rate and Future Sport rate, Foreign Exchange Market in India.
Exchange Rate Determination and Forecasting – Exchange rate and factors influencing it, Exchange rate Quotations, Forward Market Quotations, Relationship between Exchange Rates, inflation Rates and Interest Rate, Determination of Exchange Rate in Spot Market and in forward market , Need of Exchange Rate Forecasts, Techniques of Exchange Rate Forecasting, Forecast in a controlled Exchange.

Unit – IV
Exposure and Risk –
Financial Swaps – Interest Rate Swaps and Currency Swaps.

Unit – V

Suggested Reading –
V.K. Bhalla : International Financial Management
Apte : International Financial Management
Varahney : International Financial Management
MBA – FA 406 (b)
FUNDAMENTALS OF RETAIL MANAGEMENT
(Optional Paper)
ELECTIVE
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%

UNIT – I Meaning, concepts and characteristics of retail, main drivers of retailing in India, development of retail industry, factors in retailing
UNIT – II Theories of retail development – environmental theory, conflict theory, phases of growth of retail market
UNIT – III Retail location, level of location decision and its determining factors, image mix, and retail space & layout management
UNIT – IV Retail pricing, pricing flexibility, determining pricing strategy and politics, multiple unit pricing, human resource issues and concern in retailing
UNIT – V Retail economics, measure of performance, income statement, balance sheet, strategic profit model, ethics in retailing, role of market in retail

Suggestive readings
Nair Suja R.: Retail management – Himalaya publishers
Jain J.N. & singh P.P.: Modern retail management – regal publications
MBA – FA 406 (c)
MARKETING SERVICES
Optional paper
GENERIC
CONTINUOUS ASSESSMENT: 40% AND END TERM ASSESSMENT: 60%

UNIT – I
Concepts and features of marketing services, Significance of marketing services, marketing information system, emerging key services.

Unit –II
Concept & marketing mix, product Mix, promotion Mix, price Mix, Place Mix, and 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 & 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 & rational, Day care marketing.

Suggestive reading:

JHA S.M.: Service marketing, Himalaya publication ltd.
Hudman Hawkins: Tourism in contemporary society, prentice hall