

# MBA COURSE CURRICULUM

## SEMESTER – I

PAPER CODE: 101 (I)

COURSE TITLE: FUNDAMENTALS OF MANAGEMENT

Introduction Management – A science or an art, The Emergence of Management Thoughts, Various approaches to Management. Social responsibility of Management, Function of Manager. Planning – Nature of Planning, objectives, strategies, Managerial Skills, Decision Making and Effectiveness, Planning Promises, Forecasting. Organizing - Nature and scope of organizing, Principle and theories of organizations, departmentalization, centralization Vs Decentralization of authority. Line and Staff Functional relationship. Staffing – Nature and purpose of staffing, Recruitment. Selection appraisal and Development and Training of Managers. Controlling – System process and Technique of controlling.

### Suggested Readings:-

- i) Koontz and O'donell – Principles of Management.
- ii) Koontz II & Wechrich – Managemnt, Mc. Graw Hill, New York.
- iii) Stoner J. etc. – Management, Pentice Hall, of India, New Delhi.

PAPER CODE: 102 (II)

COURSE TITLE: ORGANIZATIONAL BEHAVIOUR – I

The Organization - Nature, Meaning, Types and Structure of Organization. Organizational Behaviour – Planning, importance and Theories. Intergroup conflict – Changing view of intergroup conflict, Causes of Conflict, Dynamics of Conflict. Basic Motivation Concept – Nature and Theories of Motivation Organizational Effectiveness – Definition, Components of organizational effectiveness, Determinations of organization. Organizational Culture and Climate – Definition, Distinction between culture and climate, strong Vs weak culture, creating and sustaining culture, How employee learn culture. Leadership Behaviour – Nature, Trats, Emetgence and different approaches of leadership effectiveness, and leader Vs Manager. Human Relation Movement – Origin Findings and Its Social impact, Implications. Determinations of Individual Performance – Perception, Personality, Ability, Learning, Motivation, Satisfaction, Attitudes, Beliefs and values.

### Suggested Readings:-

- i) Luthans F. – Organizational Behaviour, Mc. Graw Hills.
- ii) Robbins S.P. – Organizational Behaviour, Pentice Hall of India.
- iii) Keith Daris – Organizational Behaviour.

PAPER CODE: 103 (III)

COURSE TITLE: FINANCIAL AND MANAGEMENT ACCOUNTING

Management Accounting – Nature, Importance and Scope, Difference between Financial Accounting, Cost Accounting and Management Accounting. Accounting System – Double entry system, Books of Accounts, Journal ledger, Trial Balance, Cash book, Basic Accounting, Principle, Properties and Postulates, Profit loss Account, Balance Sheet. Costing- Classification of costs, Methods of Costing, Classification and Meaning of Variances. Income Expenditure Account, Receipt & Payment Account. Valuations & Depreciation- Meaning, Calculation and Valuation of inventories, Kinds of Depreciation and its practical Applications. Financial Analysis- Financial statements- Analysis and Interpretation, Current ratios, Activities ratios average ratio and profitability. Marginal Costing and Break even Analysis- (Cost value profit Analysis) Meaning, Importance and limitations, CPV analysis, DEA, Limitations of DEA, Planning for profit and price fixation. Standard Costing- Meaning, Essentials of standard costing.

### Suggested Readings:-

- i) I.M. Pandey- Management Accounts.
- ii) Man Mohan Prasad – Principles of Management Accounting
- iii) Khan and Jain- Management and Principle of Accounting.
- iv) Anthony R.N. & Reece J.S. – Accounting Principles
- v) Hingorani N.L. & Ramanathan A.R.- Management Accounting.

PAPER CODE: 104 (IV)  
COURSE TITLE: MANAGERIAL ECONOMICS

Micro/ Macro studies (Methods of Economics studies). Theory of consumer behaviour- Law of demand and consumer's equilibrium. Production- Meaning, Factors and Law of Dim. Return. Price Determination- Marketing structure, Price control and Revenue, Perfect and Imperfect competitions. Theory of Distribution. National Dividend. Business Cycle. Central Bank, Credit Creation and Credit Control.

Suggested Readings:-

- i) P.L. Mehta- Managerial Economics, Sultanchand N.D.
- ii) M. L. Jhingan- Advanced Economic Theory, Vrinda Publication, New Delhi
- iii) M. Adhikary – Business Economics, Excel Books, New Delhi
- iv) M. L. Seth- Principles of Economics.
- v) O.P. Chopra- Managerial Economics, Tata McGraw, New Delhi.

PAPER CODE: 105 (V)  
COURSE TITLE: QUANTITATIVE MANAGEMENT

Nature, Scope and Role of Quantitative Methods in Business Management. Collection and representation of Data, Frequency table. Central Tendency, its different measures, statistic Averages. Dispersion, its different measures. Reliability of difference between two means ratio. Correlation- Product moment and rank core. Regression Analysis (upto two variable only) Sets- Definition, Basic set operations. Probability- Methods of numerations, Total and compound theories of probability (without proof and problems based on them). Linear Programming- Mathematical formulation of problems, Graphical and simple methods.

Suggested Readings:-

- i) Gupta S.P. and Gupta M.P.- Business Statistics, Sultanchand, New Delhi.
- ii) Sharma J.K.- Fundamentals of Operation Research, McMillan.
- iii) A. S. Narang- Linear Programming & Decision Making, Sultanchand.

PAPER TITLE: 106 (VI)  
COURSE TITLES: COMPUTER APPLICATION IN MANAGEMENT

Computer- An introduction- Computers in Business, Elements of Computer System Set Up, Indian Computing Environment, Components of Computer System, Generations of Computer, Computer Languages, Personal Computer in Business. P.C. Software Packages- An introduction- Disk Operating System and Windows, Text Processing, Software GUI & MS Office, MS Windows 98, MS Word, MS Excel, MS Power Point, MS Access, Financial Accounting through Tally. Modes of Data Processing- Computer Software System, Software Development process, File, Design & Report Design. Data Files- Types/ Organizations, Master and Transaction File, Relevance of Data Base Management System and Integration of Applications, Basics of Data Processing, Data Hierarchy and Data File Structures, Application Portfolio Development, Introduction to a Micro Data Base Manager, Programme Development Cycle, Flow- Charting, Input-Process- Output Analysis, Report Generation and Label Generation, Programming Concepts, Use of Files in Programming. Presentation Graphics- Creating a Presentation on a PC, Data Communication. Networking- LAN & WANS, Management of Data Processing Systems in Business Organization.

Suggested Readings:-

- i) Burch, John & Grudniski Gary- Information System: Theory & Practice, 5<sup>th</sup> Ed.- John Wiley, New York.
- ii) David Van Over- Foundations of Business Systems.
- iii) Estrada Susan- Connecting to the Internet.
- iv) John Moss Jones- Automating Managers: The implications of Information Technology for Managers, Printer, London 1980.
- v) Long L- Computers, Englewood Cliffs, Pentic Hall Inc. New Jersey, 1988.

## **MBA SEMESTER-II**

### **Paper Title-201 (VII) Course Title- Organizational Behaviour-II**

- 1) Managing Job Stress, Definition, Source, Consequences & Coping Strategies.
- 2) Group in Organization, Definition & its Characteristics, Type of groups in organization, Group Cohesiveness, Group dynamics.
- 3) Power and Politics, Meaning & Relationship of Power and politics.
- 4) Reward System: Types, its relationship with motivational models, Role of Reward system in Behavioural Management.
- 5) International Organizational Behaviour: Factors influencing multinational organization, Management of transglobe work force, Productivity & Cultural variations.
- 6) Organizational Development: Nature of Organizational Development process, Phases of Organizational Development.
- 7) Managerial Decision: Decision making process, Nature and Theories.
- 8) The Communication: Purpose of communication, Channel of communication, Barriers of communication and their remedies.

**Suggested Readings: Human Behaviour at Work- Davis Keith, Tata Mc Graw Hill**

### **Paper Title-202 (VIII) Course Title- Production Management-II**

- 1) Introduction of Production Management, Definition of Production Management its Aims, Transportation, Production Planning (Planning of routine and layout, Factory Planning, Process Planning, and Operation Planning, Scheduling and Loading), Production control(Programming, Ordering, Dispatching Programming and Inventory Control Methods)
- 2) Understanding Shop Floor Operation, Awareness of different manufacturing System, Interrelationship of human skills, Material Process, Organizational Infrastructure facilities and Production, Products lines, Product design.
- 3) Design of Work System, Measurement of Work, Evaluation of Work, Human factors in Job design, Methods of study, Time standard, Work sampling, Group Performance, Learning Curve, Plant Layout.
- 4) Compensation for work, Job evaluation, Incentive Schemes.
- 5) Productivity and Operation Management.
- 6) Production and Operation Management.
- 7) Plant level Planning: Aggregate overall Planning, Translation sales Planes into Production, Plants and their integration.
- 8) Production Planning and their Scheduling, Job shops vs flow shop. Line balancing shop, I adding line of balance, Production Smoothing Matching and integration product line and Production requirements, Technical Capabilities, Costs of finances.
- 9) Material Management: Objective and Principles, Value analysis, ABC Classification, Inventory Model deterministic, Multilearn and aggregate and Probalistic Peerpetual and Periodic inventory systems. Downmentation, Book keeping System, Vendor Analysis and Management.
- 10) Quality Management: Accelptance Sampling Process.
- 11) Facilities Management: Maintenance, Preventive and Remedial.
- 12) Project Management: Planning for implementation.

#### **Suggested Readings:**

- 1) Butta, E.S.- Modern Production Management, John Wiley, New York.
- 2) Adam E.E. & Ebent R.J.- Production and Operation Management, Prtentice Hall of India, New Delhi.
- 3) More, F.G. & Hendrick T.E.- Production/Operation Management, Hamewood, Illincis, Richard Irnein.
- 4) Chary S.N. – Production and Operation Management, Tata McGraw Hill New Delhi.

### **Paper Title-203 (IX) Course Title- Financial Management-II**

- 1) Meaning, Scope and Objective of Financial Management
- 2) Time, Value Money.
- 3) Financial Forecasting- Cash Budget, Performa Balance Sheet and Income Statement.
- 4) Capital Budgeting: Method of Evaluating Project. Capital Rationing.
- 5) Cost of Capital: Cost of Equality Capital. Cost of Preference Share. Cost of Retained Earnings, Cost of Debt. Weighted Cost of Capital.
- 6) Capital Structure Theory, Financial Leverage.

- 7) Kind of Industrial Securities. Merits and demerits.
- 8) Working Capital Management, Cash receivables & inventories.
- 9) Source of Working Capital in Indian Industries.
- 10) Retained Earnings- Dividend Policy, Retained Earnings relevance and cost kind of dividend. Dividend Theories @ M.M. Hypothesis and water models.

Suggested Readings:

1. Bhalla V.K. Financial Management & Policy Anmol. New Delhi.
2. Van Home, James C, Financial Management & Policy, Pentice Hall of India.
3. P.K. Kulkarni & B.G. Salhyaprasad- Financial Management, Himalaya.

**Paper Title-204 (X) Course Title- MARKETING MANAGEMENT-II**

- 1) Nature and Scope of Marketing. The Marketing Environment and Environment Scanning, The role of marketing with special reference to Indian Economy.
- 2) The Concept of Marketing Management & its relationship with other functional area of General Management in an Organization.
- 3) The Concept of Marketing Mix.
- 4) Consumer Behaviour- Meaning need and Problems, Buyer behavior model and factors influencing consumer's behavior.
- 5) The Product Nature and type of products, Methods of product development, Product life Cycle etc.
- 6) The Price Importance of Price in Marketing Management, Pricing Strategies, Pricing methods.
- 7) Channel of Distribution- The Nature of Channel of distribution, Type of channel Development, Channel Management, Selection of right channel.
- 8) Concepts of sales promotion, Objective of Advertising in Management, Role of Personal Selling.
- 9) Personal Selling.
- 10) Strategic Marketing- Formulation, Execution & Monitoring.

**PAPER TITLE 205 (XI) COURSE TITLE: HUMAN RESOURCE MANAGEMENT**

1. Introduction Importance of HRM, Definition of Personnel Management, Function of Personnel Management.
2. Manpower Planning: Definition, needs, Aims and Objectives, Uses, Benefits, Limitations and Problems.
3. Environmental influence Internal and External Environment.
4. Recruitment and Selection process.
5. Promotions, Demotions, Transfer, Absentism and Turnover.
6. Employee Training: Need, Importance, Principles, Training method on the job training, off the job training.
7. Job Analysis- Meaning, Purpose, uses, contents, steps & Techniques.
8. Job Evaluation- Meaning, Objective, Procedure, Advantage and Limitations.
9. Job Rating- Meaning, Objective, Scope and Application.

**PART-II**

1. Labour Legislation 0- Importance
2. Industrial Dispute Act- 1947
3. Trade Union Act- 1926
4. The Factory Act- 1948
5. The Payment of Wage Act-
6. Employee State Insurance Act-1948
7. The Workmen's Compensation Act- 1928

**PAPER TITLE 206 (XII) COURSE TITLE: APPLICATION OF RESEARCH METHOD IN Mgt.**

1. Scientific Approach to Research-Pure and Applied research, Social research, Stages, Uses of research.
2. Hypothesis-Problems and Hypothesis sources, Criteria of good hypothesis, Null Hypothesis.
3. Sampling Importance- Different techniques, Merit and Limitations
4. Social Survey-Stages, Merit and Limitations
5. Observation- Participant and Non-Participant, Merit and Limitation.
6. Questionnaire- Schedule and Questionnaire, Questionnaire Construction, Types of Questionnaire, Mail Questionnaire, Merits & Limitations.
7. Interview- Sources of errors in Interview, Merit and Limitations
8. Research Design- Purpose of Research Design, Control of extraneous Variables, Singles group design, Matched group design.
9. Report Writing in APA (American Psychological Association) style

## SPECIALIZATION [A]: HUMAN RESOURCE MANAGEMENT

### PAPER TITLE:301 (XIII)

#### COURSE TITLE: INDUSTRIAL RELATION SYSTEM

Industrial Relation System- Meaning, Objectives & Scope. Dunlop Model of Industrial Relations. Industrial Relations in India- Present Position in the Public and Private Sectors. Labour Policy: Tripartite Consultations. Indian Labour Conference, Standing Committee of Indian Labour Conference. Central and State Government Machinery for Labour and Administration in India. Recommendation of National Commission on Labour with regard to and Collective Bargaining. Trade Union:- Meaning, Objectives. Functions and Future of Trade Union and the Employee, Trade Union and the Management. Industrial Dispute and Machinery for Settlement of Industrial Dispute. Collective Bargaining and Voluntary Arbitration. Worker's Participation in Management (WPM)- Need and Present Position in India. Suggested Reading:-

- i) Mamoria C.B.- Dynamics of Industrial Relations in India. Himalaya Publishing House
- ii) Sharma A.M.- Industrial Relation. Himalaya Publishing House.
- iii) Kochar T.A. and Katz Henry- Collective Bargaining and Industrial Relations. Homewood Illinois 1988.
- iv) Niland J.R. etc- The future of Industrial Relation. Sage, New Delhi 1994.

### PAPER TITLE: 302 (XIV)

#### COURSE TITLE: MANPOWER PLANNING AND DEVELOPMENT

Meaning for Scope of HRD, Role and Functions of HRD in Industrial Organization. Need for Macro Level Human Resource Planning and Labour Marketing analysis. Manpower Planning- Definition, Objectives and technique. Recruitment Sources and Methods. Behavioral Factors in Human Resource Planning- Wastage Analysis, Retention, Redeployment and Exit Strategies. Career Planning, Succession Planning, Promotion Charts and Channel Cadres, Trade Testing, Performance Appraisal and Rating. Talent Supporting, Job Enrolment, J.D. Rotation, Multi Skill Development, Self Development Plans for Employees. Training and Development. Personality Development. Management Development Programmes and Methods.

#### Suggested Reading:-

- i) Greenhaus J.H.- Career Management, N.Y.Dryden, 1987
- ii) Mabey C & Salwa G- Strategic Human Resource Management, Black Well, Oxford, 1995.
- iii) Thomson R. & Mabey C- Developing Human Resources, Butterworth, Oxford, 1994.
- iv) Dale B- Total Quality & Human Resources, An Executive guide, McGraw Hill,

### PAPER TITLE 303 (XV)

#### COURSE TITLE: WAGES AND SALARY ADMINISTRATION

Compensation- Basic and Variable Compensation, Need of wages, Administration in India. Concepts of Wages- Minimum Wage, Fair Wage, Living Wage, Determinant of Wages, Principle of Wage fixation and Wages of Act. Overview of Wage Laws in India- Payment of Wages Act, Minimum Wages Act. Incentive Wage- Cost of living and Dearness Allowance, Consumer Price Index Number (C.P.I.) Fringe Incentive. Methods of Wage Payment- Time and Piece Rate Methods. Job Evaluation Methods. Machinery for Wage Fixation- Wage Boards, Bonus, National Wage Policy. 8. Time Keeping Method and Personnel Records. Labour Productivity- Concept, Measurement and relation with Wage,Suggested Reading:-

1. Belcher D.W.- Wages and Salary Administration- Prentice Hall. Englewood cliffs.
2. Brennan Charles- Wage Administration, Richard D. Irwin, Homewood
3. Suri, G.K.- Wage System, Its effective Management, AIMA, Delhi
4. Rudrabasava Raj- Dynamic Personnel Administration, Himalaya Publishing House.

### PAPER TITLE 304 (XVI)

#### COURSE TITLE :- LABOUR LEGISLATION AND SOCIAL SECURITY

Philosophy of Labour Welfare- Concept, Definition Scope, Aims and Objectives, Necessity, Principles, Theories of Labour Welfare Financing, Classification of Labour Welfare. Brief History of Development of Labour Welfare. Statutory Welfare Provision- A Comparative Study of Welfare Provision under the following Acts- (1) Factory Act, 1948 (2) The Mines Acts and Motor Transport Workers Act 1961 (3) The Contract Labour Act 1970 (4) The Merchant Shipping Act 1958 (5) Inter-State Migrant Workmen Act 1979 (6) Plantation of Labour Act. Voluntary Welfare Measures Indication Facilities- Medical Facilities, Transport Facilities, Discretionary Facilities, Consumer Co-Operative Societies. Agricultural Labour in India. Welfare of Special Categories in Industries- Female Labour, Child Labour, Contract Labour, Inter State Migrant Labour. Workers Education Scheme- Objectives, Training Programme Evaluation, Suggestion, Conclusion. Social Security- Definition, Social Assistance Social Insurance, Public Service, Indian Social Security System (Workmen's Compensation Act 1923, E.S.I. Act 1948, Payment of Gratuity Act 1972) (Only Benefits to be discussed)

#### Suggested Readings:-

- i) C.B. Mamoria- Personnel Mgt., Himalaya Publishing House
- ii) C.B. Mamoria & S. Mamoria- Dynamics of I.R.

## SEMESTER – III

### SPECIALIZATION [B]: FINANCIAL MANAGEMENT

PAPER TITLE: 301 (XIII)

COURSE TITLE: FINANCIAL PLANNING & CONTROL

Introduction- Financial Forecasting, Planning and Control, Long term Financial Planning and Short Term Financial Planning, Responsibility Accounting- The Control Process, The Place of Financial Manager in the Total Organizational Structure. Capital and Long Range Planning- Capital Expenditure Budget, Evaluation of Capital Expenditure Proposals, Return on Capital, Time Adjustment Methods, Discounted Cash Flow, Internal rate of Return on Capital, Net Present Value Analysis and Pay Back Methods. Working Capital and Short Range Planning- Meaning, Nature, Importance of Working Capital Management, Factors Determining Adequacy of Working Capital Cycle, Management of Cash, Credit and Inventories, Sources of Working Capital available to Indian Industries, Balance Approach. Quantitative Techniques of Working Capital Management:- Models, Discriminant Analysis for Credit Decision, Advanced System for Efficient Management. Planning & Capital Structure- Top Management Financial Cost of time, EST-EPS Analysis, ROI Analysis, Assessment Companies Debt Capacities. Preparations and Analysis of Financial Statements:- Projected Profit and Loss and Cash Flow Statements, Statement of Sources and Application of Funds, Analysis and Interpretation of Published Statements of Accounts, Ratio Analysis, Inter- Firm Comparison, Concept of Leverage. Budget and Budgetary Control- Budgetary Organization, Budget Installation, Budget and Standard Cost, the Budget as part of the business plan, Functional Budgets, Master Budgets, Fixed and Flexible Budget, Performance Budgeting, Zero Based Budgeting. Specialized Services – Internal Audit and Internal Control, Operations and Management Audit, The Data Processing, Function of Computer Decision-Making. Strategic Cost Management System- Importance, Competence and analysis and Strategic Control Systems.

#### Suggested Readings:-

- i) Anthony, R.N. & Govindrajana V- Management Control System, Taraporevala, Irwin, Chicago, 1995.
- ii) Maciariello J.A. & Kirby C.J.- Management Control System, Englewood Cliffs, Prentice Hall, New Jersey.
- iii) Emmanuel C & Otley D- Accounting for Management Control, Nostrand Reinhold, London, 1985.
- iv) Ghosh P.K. & Gupta G.S- Cost Analysis & Control, Vison,, New Delhi 1985.

PAPER TITLE: 302 (XIV)

COURSE TITLE: APPLICATION OF ACCOUNTING IN MANAGEMENT DECISION

Management Accounting- Frame Work and Emphasis, Meaning term Advanced Management Accounting, Relationship with other pline, Role of Management Accountant. Financial Information System- Concepts, Significance and Role of Financial Information System and Various Parties Consulting the \_\_\_\_\_ Financial Reporting System-Objectives and Need for different Management, Types of Reporting, Preparation, Uses and Structure, Financial Report Practice in Public and Private Sector in India. Cost and Profit Analysis- Cost Behavior Analysis, Fixed, Variable and Variable Cost and different methods of Separating, Variable into fixed and variable cost, Marginal Costing. Planning and Control- Functions, Short term and Long term Planning and the Role of Management. Accounting in the Planning Process, Inventory Control- Meaning and Methods of Inventory Control. Budgetary Control:- Preparation of Budgets, Departmental budgets and integrated Budgets, Limitation and Budget Key Factors, flexible Budgets, Reporting, T.G. Rose System of Hire Management Control, Valuation of Securities, Shares and Debentures/Bonds. Accounting of Companies:- Formation of Companies, Issue and Forfeiture of Shares, Issue of Denentures, Redemption of Preference Share and Denbentues, Liquidation of Company, Conversion of Debentures into Shares. Accounting of CO's- Amalgamation, Absorption and Reconstruction of Companies, Accounting for holding Company and Subsidiary Company, Accounting for Investment Companies, Accounting for Hotels and Non-Profit seeking Organization, Final Accounts of Companies according to Indian Companies Act 1956, Computation of Insurance claims. Cost Audit-Purpose and Advantages, Practice of Preparation of Cost audit report in India, Difference in Cost and Financial audit.

#### Suggested Reading:-

- i) Prodhan Bimal- Multinational Accounting, Croom Helm, London, 1986
- ii) Rathore Shirin- International Accounting, Englewood Cliffs, Prentice Hall, New Jersey, 1986

PAPER TITLE 303 (XV)  
COURSE TITLE- PROJECT PLANNING AND MANAGEMENT

Project Preparation- Phases, Levels of decision making, Project Identification, Generation and Screening of Project Ideas. Project Analysis and Evaluation – Market and Demand Analysis, Technical Analysis, Financial Analysis, Economic Analysis, Economics Analysis and Environmental Analysis, Financial Appraisal, Estimation of Cost of Project, Means of Financial Working Capital requirements, Estimation of working results, Appraisal through DCF and non-DCF techniques, Analysis of Risk, Types and Measures of Risk, Simple estimation of Risk, Sensitivity Analysis, Scenario Analysis, Decisionm Trees Analysis and Selection of a Project, Social-Cost Benefit Analysis (SCBA) Rational for SCBA, UNIDO and L.M. Approach. Network techniques for Project Management- Project Scheduling, PERT and CPM models, Network Cost System. Project Review- Initial Review, Performance Evaluation, Abandonment Analysis and Administrative aspects of Capital Budgeting. Project Management- Terms of Project Organization, Project Control Human Aspects, Pre-requisites for Successful Project implementation, Project- Management, Bottlenecks and International Project Management, Project Appraisal and Financing in India, Means of Finance, Norms and Policies of FI's SEBI Guidelines Schemes of Assistance, Project Appraisal by Indian Financial Institution.

Suggested Reading:-

- i) Bhalla V.K. – Moclern Working Capital Management, Anmol Publication, New Delhi
- ii) Bhall V.K.- Financial Management & Policy, Anmol Publication, New Delhi.
- iii) Chandra Prasanna- Projects, Preparation, Appraisal, Budgeting & Implementation, Tata McGraw Hill, New Delhi.
- iv) G.K. Ahuja & Gupta Ravi- Systematic Approach to Income Tax. Allahabad Bharat Law House.

PAPER TITLE: 304 (XVI)  
COURSE TITLE: INDIAN FINANCIAL SYSTEM AND FINANCIAL INSTITUTION

Nature and Role of Financial Systems- Financial System and Financial Markets, Indian Financial Institution in the Financial System. Money Market- Call Money Market, Treasury Bill Market, Commercial Bill Market, Commercial Paper, Certification of Deposits, Discourts and Finance House of India (DFHI), Recent developments. Capital Market- Nature, Significance, Govt. Securities Market, Industrial Securities Market, Share and Debentures, Recent Developments. Securities and Exchange Board of India (SEBI)- Objectives and Significance. Regulatory guidelines for Capital Markets, Merchant Bankers. Mutual Funds and Issue of GDR'S. Stock Exchanges in India- Their need, Organizational Structure and function of BSE, NSE and OTCII. Credit Rating- Concept,Types, Advantages and Disadvantages, Indian Credit Ranging Agencies and their Rating Services, Brief Introduction about the International Credit Rating Agencies like S & P. Merchant Banking- Nature and Scope and Structure of Making Banking Industry, Overview of current Indian Merchant Sceme. Mutual Funds- Evolution, Regulation, Structure and Marketing of MF, Scheme of Indian Mutual Fund. International Finance- Importance, Foreign Exchange Markets in India, Exchange Rates, Managing Currency Risks, Sources for raising foreign currency, finance.

Suggested Readings:-

- i) Bhalla V.K.- Indian Financial System, Anmol Publication
- ii) Rose Peter & Fraser Donald R- Financial Institutions, Ontario, Irwin
- iii) Vij Madhu- Management of Financial Institutions in Indi, Anmol Publication, New Delhi
- iv) Hampel George H & Yawtiz Jess B- Financial Management of Financial Institutions, New Jersey.

## (MBA – III ) SPECIALIZATION [C]: MARKETING MANAGEMENT

### PAPER TITLE: 301 (XIII)

#### COURSE TITLE: MARKETING RESEARCH

Nature & Scope of Marketing Research. Management of Marketing Research Methods. Problem Identification & Hypothesis Formulation. The various Environment & Constraints Classification of Marketing. Different sources & Forms of Data Collection. Sampling- Forms of Sampling, Sampling Methodology. Analysis & Interpretation of Data Chi-Square Test and Sample Analysis of Variance. Preparation of Marketing Research Report. Motivational Research. Brand: Nature, Importance, Methods of Building Brands & Rate of Retention. Marketing Strategy.

#### Suggested Readings:-

- i) Luck David J & Ronald S Rabin- Marketing Research, Prentice Hall of India.
- ii) Kerlinger Fred N- Foundation of Behavioral Research
- iii) Boyd, West Fall & Slaseh- Marketing Research Measurement and Method, Prentice Hall of India.
- iv) Donald S Tull & Dell Hawkins- Marketing Research Measurement and Method, Prentice Hall of India.
- v) Ramanuj Majumdar- Marketing Research, New Age International Pub.

### PAPER TITLE: 302 (XIV)

#### COURSE TITLE: ADVERTISING

Concept of Advertising and its impact on social and economical life, Distinction between advertising & Sales Promotion. The Nature, Scope & Rate of Advertising with Special Reference to Indian Context. Type of Advertising and its Objectives. Advertising Programme and Media Selection with Reference to Indian Context. Copy writing & Advertising Research. Advertising Campaign and its Objectives. Planning and Implementation. Financial Considerations and Budgeting. Method of Advertising Programme. The Rate of Advertising and their Contribution towards the Indian Market Organizational setup. Advertising Ethics- Public Relation and Mass Media.

#### Suggested Readings:-

- i) Aakar David A- Advertising Management, Prentice Hall of India, New Delhi.
- ii) Aakar, Myers & Batra- Advertising Management- PHI
- iii) Roderei White- Advertising Management, PHI
- iv) Sandage, Frybueger & Ratzall- Advertising Theory & Practice. Richard Irwin, New Delhi.
- v) Mohan Manindra- Advertising Management, Tata McGraw Hill, New Delhi

### PAPER TITLE: 303 (XV)

#### COURSE TITLE: SALES AND DISTRIBUTION MANAGEMENT

Nature & Scope of Salesmanship. Introduction to Sales Management. Sales Management Tasks, Responsibilities and Quality. Setting & Formulating Personal Strategies. Determine Sales Policies. Organizing the Sales Efforts- Nature & Positioning of Sales Management Position. Sales Organization. Recruiting & Selecting Sales Personnel. Planning and Conducting Sales Training Programme. Motivating & Compensating Sales Personnel. Appraising & Evaluating Sales Personnel. Controlling Sales Efforts, Sales Budgets, Quota, Sales Control and Cost Analysis. Channel of Distributing.

#### Suggested Readings:-

- i) Dalrymple D.I. – Sales Management Concepts & Cases, John Wiley, New York
- ii) Boskrik & Stanton- Management of Sales Force, Homewood, Illinois, Richard D. Irwin.
- iii) Still R.R- Sales Management, Prentice Hall, New Jersey.
- iv) Anderson R- Professional Sales Management- Prentice Hall, New Jersey.

### PAPER TITLE: 304 (XVI)

#### COURSE TITLE: EXPORT MARKETING

The Significance Export Marketing in the Economy of a Country, Balance of Trade & Payment, Rate of Foreign Trade & Economic. Theory of Comparative Cost. International Trade Environment- Socio, Economic, Technological, Legal & Political Factors. Export Marketing as Pre- requisite of International Trade. World Trade Organization (WTO)- Its scope, Function & Achievements in controlling International Trade NAFTA, EEC, SAFTA. Export Promotion and Organization Setup in India. Financing of Export Trade, Letter of Credit, Institutions involved in Financing.

#### Suggested Readings:-

- i) Bhattacharya B- Export Marketing Strategies for Success, Global Business Press, New Delhi
- ii) Terlpstra Venn & Sarthy R- International Marketing, Dryden Press Orlando
- iii) Walter & Murray T- Hand book of International Business- John Wiley, New York
- iv) Kevin Warren- Global Marketing Management, Prentice Hall, New Jersey
- v) Rathor B.S. & Rather J.S- Export Marketing- Himalaya Publishing House



SEMESTER – IV  
PAPER TITLE: 401 (XVII)  
COURSE TITLE: INDIAN ECONOMICS ENVIRONMENT

1. Structure of Indian Economy in Pre-Independence Period
  - (a) Basic Characteristics of Indian Economy
  - (b) Cases of Underdevelopment in India.
2. Development of Transport, Communication, Power, Social Services and Infrastructure in India in Plan Period.
3. Agriculture Development in Plan Period- New Strategy of Agriculture Development. Green Revolution.
4. Planning
  - a. Need in Developing Country
  - b. planning in India-Achievement and present position of Industrialization.
5. (a) Nature & Extent of Industrialization in the New Scenario
6. Natural Income
  - (a) National Income Trends during the Plan Period
  - (b) Limitation of National Income Estimation in India.
7. Population
  - (a) Population growth. Size and Policy
  - (b) Criticism of F.P.P. before and after 1976
8. Capital
  - (a)Capital Formulation the Indian Economy
  - (b)Mobilization of saving during Five year Plan in India
9. Poverty-Inequality and Planning Process in India.
  - (a) The Concept of Poverty
  - (b) Problem of Poverty in India
  - (c) Antipoverty Programmes.
10. Price Policy and Economic growth
  - (a) Price movements since Independence
  - (b) causes of rise of Price Since 1950-51
  - (c) Price Policy of the Government.

PAPER TITLE: 402 (XVIII)  
COURSE TITLE: BUSINESS & GOVERNMENT

1. Government Participation in Business –need and Scope
2. Rate of State in Business Planning. Industrial Development with special reference to Industrial policy, Resolutions, Licensing, Policy and Monopoly Regulations.
3. State Role in providing based facilities with regard to Subsidy. Taxation, Protection, Financial and Technical Assistance.
4. Foreign Collaboration and assistance – Technical & Financial.
5. Social and Public Accountability of Business, Parliamentary, Legislative, Ministerial Control and contact by other agencies.
6. Private sector and joint sector : Changing role and Challenges
7. Management of Public Enterprises – Philosophy, Organization and Management, Pricing Policies, Accountability and Control.
8. Different Economic Systems
  - (a) Capitalism
  - (b) Socialism
  - (c) Mixed Economy

PAPER TITLE: 403 (XIX)  
COURSE TITLE: BUSINESS LAW AND INDUSTRIAL LAW.

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|---|---|
| <ol style="list-style-type: none"><li>1. Introduction</li><li>2. The Indian Contract Act 1872</li><li>3. Law of Agency</li><li>4. The Indian Partnership Act, 1930</li><li>5. The Companies Act, 1956</li><li>6. The Negotiable Instrument Act, 1981</li><li>7. The Law of Insolvency , Carriage, Insurance</li></ol> | <ol style="list-style-type: none"><li>8. The Industries Development and Reconstruction Act.</li><li>9. The Arbitration Act, 1940</li></ol> <p>N.D. Salient features of the above Acts are needed<br/>Students should note that the Negotiable Instrument Act and the Companies Act have been amended in 1988.</p> |
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PAPER TITLE: 404 (XX)  
COURSE TITLE: BUSINESS POLICY & CORPORATE MANAGEMENT.

Shaping and Establishment of Enterprises, Objectives. Scope and Management. Policies with regard to  
Sales: Products, Customers, Pricing and Sales Promotion  
Production: Purchasing, Qualification and Functions of Purchase Management  
Personnel: Compensation and Employee Service & Industrial Relation.  
Financial: Use of Capital, Sources, Protection. Distribution of Earnings (Profits)  
Organization Grouping of Activities Relationship, Organizational Structure and Board of Director.  
Developing Major Sources: Executive Facilities (Location. Building Equipment, Layout etc)  
Execution of Plan: Short run, Controlling Operation. Budgetary Control  
Synthesis: Corporate Management, Integrated Approach to Central Management

PAPER TITLE: 405 (XI) COURSE TITLE: PROJECT