

M.B.A. First Semester
Paper No. 101 — Indian Ethos in Management & Managerial Economics
Syllabus

UNIT – 1: An introduction to values, ethics, morals and religion in the pursuit of managerial effectiveness, value Vs Skills, Spiritual values in management: A comparative profile of value system of Japan, America & India. Value based holistic concept of management: An Indian Insight into Total quality Management.

UNIT – 2: Indian Ethos for Ethico moral management. The Guna, Karma, Samskar theories, Leadership values from Indian thoughts, Giving model of motivation, Work ethos; The doctrine of work, Creativity: Brain Storming Vs. Brain Stilling (Decision making in silence). Detached involvement: work ethics Vs. Ethics in Work, Value oriented Stress free behaviour.

UNIT – 3: Nature & scope of managerial economics, Basic economic tools, Opportunity Cost Principle, Incremental Principles, Principle of Time Perspective, Discounting Principle. Role & Responsibilities of managerial economist. Demand Analysis and forecasting. Price and Demand. Income and demand. Price of related goods and demand. Advertising and Demand. Demand forecasting: Methods, purpose and factors involved.

UNIT – 4: Cost concepts and classifications, Economies and Diseconomies of Scale, Production function, Cost control and cost reduction, Trade Cycles, Reasons, Stage, Principles and their consequences. Price and output decision under perfect competition; determination of price, effect of time on supply, pricing under monopoly, imperfect competition, monopolistic competition and oligopoly, price discrimination.

REFERENCES

- Bhatta, S.K. — Business Ethics & Managerial Values.
- Dave, Nalini V. — Vedanta and Management, Deep and Deep Publication, 1997.
- Chakraborty, S.K. — Foundation of Managerial Work: Contributions from Indian Thought, Himalaya Publication House, Delhi, 1998.
- Chakraborty, S.K. — Managerial Effectiveness and Quality of Work Life: Indian Insights, Tata McGraw Hill Publishing Company, New Delhi, 1987.
- Chakraborty, S.K. — Management by Values, Oxford University Press, 1991.
- Sherlekar, S.A. — Ethics in Management, Himalaya Publishing House.
- Sherlekar, S.A. — Global Dharmic Management.
- D.N. Dwivedi — Managerial Economics, Vikas Publishing Company, New Delhi.
- R.L. Varshney & K.L. Maheshwari — Managerial Economics, Sultan Chand & Sons.

M.B.A. First Semester

Paper No. 102 — Organizational Behaviour

Syllabus

UNIT – 1: Introduction to Organizational Behaviour: Nature of Organizational Behaviour, Perception, Attitudes and Values, Personality, Learning.

UNIT – 2: Motivation: Basic Concepts and Theories of motivation, Applications of Theories. Leadership: Basic Concepts and Theories of Leadership, Job Design.

UNIT – 3: Interpersonal Communication, Interpersonal Conflict, coaching and Mentoring, Power & Politics in Organizations.

UNIT – 4: Foundation of Group Behaviour: Defining and classifying Groups, Why do people join groups, Stages of Group Development, workshop Behaviour, External Conditions Imposed on Groups, Group Member Sources, Group Processes, Group task, Group Cohesiveness, Group Decision Making, Group Think, Organization culture, Work Stress, Managing Change.

REFERENCES

- Keith Davis — Human Behaviour at Work: Organizational Behaviour, Tata McGraw Hill.
- T. Herbert — Dimensions of Organizational Behaviour, Macmillan Publishing Co.
- R.D. Agrawal — Organization and Management, Tata McGraw Hill.
- A. Szilagyi & M.J. Wallace — Organizational Behaviour and Performance.
- Stephen P. Robbins & Seema Sanghi — Organizational Behaviour, Pearson Education.
- Dr. S. Shajahan & Linu Shajahan — Organizational Behaviour, New Age International Publisher.
- R.S. Dwivedi — Human Relations and Organisational Behaviour, Macmillan India.
- Hersey — Management of Organisational Behaviour: Leading Human Resource, Pearson Education.
- Greenberg — Behaviour in Organizations: Understanding and Managing Human Side of Work, Pearson Education.

M.B.A. First Semester
Paper No. 103 — Principles of Management
Syllabus

UNIT – 1: Management: Definition & Concepts, Management and Administration, functions of Management (Management process), Evolution of Management thought, the classical theories. Taylor Vs. Fayol's in management evolution, neo-classical theory, Hawthorn experiments, decision-making process.

UNIT – 2: Planning function, types of plans, MBO strategies, policies, proceedings, methods & rules, project management, planning & evaluation, feasibility report, planning process major steps in managerial planning, planning under systems approach.

UNIT – 3: Organizing: Major approaches to Organization theory: Classical approach, the neoclassical approach, Systems & Contingency approach, principles of organization, the organization process, Span of control for Supervision. Departmentation, Delegation & Decentralization.

UNIT – 4: Directing, Supervision, Communication & Co-ordination, principles of communication, barriers of communication, Controlling, nature & purpose, control mechanism, planning & control techniques, Budgetary control.

REFERENCES

- Harold Koontz, Cyril O'Donnel & Weilrich — Management, International Students Edition, Koga Kusha, Tokyo, 1980.
- Harold Koontz & Cyril O'Donnel — Management: A Contingency and System Analysis.
- Peter F. Drucker — The Practice of Management.
- Newman, Summer & Warren — The Process of Management: Concepts, Behaviour & Practice, Prentice Hall of India, 1981.
- R.D. Agrawal — Organisation & Management, Tata McGraw Hill, New Delhi.
- Robbins & Coller — Management, Pearson Edition.
- J.K. Jain & Sherleker.

M.B.A. First Semester
Paper No. 104 — Principles of Marketing Management
Syllabus

UNIT – 1: Marketing Management: Understanding its critical role in organization & society, managing the marketing process and Marketing Planning.

UNIT – 2: Identifying market segments and selecting target markets. Marketing strategies for new products & services.

UNIT – 3: Managing Products through their products life cycle. Designing marketing strategies for market leaders, challengers, Followers etc.

UNIT – 4: Managing Retailing, Wholesaling and physical distribution systems. Designing marketing and sales promotion and public relation programs, Organizing and implementing Programs marketing and sales promotion and public relations programs, Organizing & implementing Programs. Evaluating and Controlling Marketing performance.

REFERENCES

- McCarthy E.J. — Basic Marketing: A Managerial Approach.
- Philip Kotler — Marketing Management: Analysis, Planning and Control, Prentice Hall of India, New Delhi.
- Still & Cundiff — Basic Marketing, Prentice Hall.
- Hanson H.I. — Marketing: Text & Cases.
- Pheeps & Westing — Marketing Management.
- Boyd and Kapoor — Reading in Marketing Management.
- Britt & Boyd — Marketing Management & Administrative Action.
- Lazer & Kailey — Marketing Management: View Point and Perspectives.

M.B.A. First Semester
Paper No. 105A — Financial & Cost Accounting
Syllabus

UNIT – 1: The Basic accounting principles, books of accounts, journals, ledger etc., adjustment entries, trial balance, balance, preparation of trading account, profit & Loss Account.

UNIT – 2: Final Accounts, the Balance sheet, Responsibility Accounting.

UNIT – 3: Cost Accounting, Objectives of cost accounting, methods & techniques of costing, elements of cost, Cost Sheet-Output of Unit costing.

UNIT – 4: Contract costing application & features, Costing procedure, Process costing, Reconciliation of cost and financial statement, Cost Audit.

REFERENCES

- Dr. S.N. Maheshwari — Financial Accounting, Vikas Publishing, New Delhi.
- M.N. Arora — A Text Book of Cost Accountancy, Vikas Publishing, New Delhi.
- Arulanandam & M.A. Raman — K.S. Corporate Accounting, Himalaya Publishing House, Mumbai

M.B.A. First Semester
Paper No. 107A — Fundamentals of Computers and Boolean Algebra
Syllabus

UNIT – 1: Computers—An introduction—Computers in Business: Elements of Computer System Set-up; PC software Package—an introduction, Disk Operating System and Windows.

UNIT – 2: Text Processing Software, Introduction to a spreadsheet Software; Creation of spreadsheet applications; Range, Formulas, functions, Data Base Functions, in spreadsheet Graphics on Spreadsheets.

UNIT – 3: Data file—Types/Organization; Master & Transaction File: Relevance of Data Base Management Systems and Integration of Applications.

UNIT – 4: Boolean Algebra and related course content as stated in the source syllabus.

REFERENCES

- P.K. Sinha — Computer Fundamentals, BPB Publication.
- C. Xavier — Introduction to Computers.
- Computer Today.

M.B.A. Second Semester
Paper No. 201 — Marketing Research
Syllabus

UNIT – 1: Introduction: Conceptual framework, nature, scope, importance & Limitations of marketing research, Marketing Research Process, Marketing Research Agencies, Some special techniques of Marketing Research.

UNIT – 2: Meaning, objectives & Types of Research, Criteria of good research, Research approaches, Research Designs in case of different types of research.

UNIT – 3: Sampling & sample design: Essentials of good sampling, steps in Sampling Process, sampling methods (Probability & non-probability). Data collection methods; Questionnaire design & Interviews.

UNIT – 4: Statistical methods of Data Collection; Measures of Central tendencies, Mean, Median, mode, quartiles, Measures of Dispersion: Range, Mean deviation, Standard Deviations & their Coefficients, Correlation Analysis.

REFERENCES

- Sharma D.D. — Marketing Research: Principles, Application & Cases, Sultan Chand & Sons, New Delhi.
- Beri G.C. — Marketing Research.
- Churchill, J.R. Gilbert A. — Marketing Research: Methodology Foundation.
- Luck, D.J., Hugh G. Wales, D.A. Taylor & Rubin, R.S. — Marketing Research.
- Patil, S.G., P.V. Lilaramo & H. Pradhan — Modern Marketing Research.
- Weiers, R.M. — Marketing Research.
- Bellur, V.V. — Marketing Research: Theory & Practice.
- Kothari, C.R. — Research Methodology.
- Hanson — Managerial Statistics.
- Cochran — Sampling Techniques.
- Croxton, Cowden & Bolch — Practical Business Statistics.
- Hoel & Jassen — Basic Statistics for Business & Economics.
- Wilkinson & Bhandarkar — Methodology & Techniques of Social Research, Himalaya.
- Shrivastava G.L. & V.N. Shastry — Practical Problems in Statistics.
- Ethance D.N. — Fundamentals of Statistics.
- Ethance D.N. — Practical Problems in Statistics.
- S.P. Gupta — Statistical Methods, Sultan Chand.
- Chunawalla, S.A. — Marketing Research Overview, Himalaya Publications.
- Patil, S.G. — Modern Marketing Research, Himalaya Publishing House.

M.B.A. Second Semester
Paper No. 202 — Personnel Management

Syllabus

UNIT – 1: Nature of Personnel Management, Qualities of a Personal Manager, Functions of Personnel Management, Human Resource Planning: Process, Short Range and Long Range Analysis, Job Analysis, Job evaluation.

UNIT – 2: Recruitment & Selection Process, Psychological Testing, Interviews. Placement & Induction, Promotion demotions, Transfers, Separation, Absenteeism & Turnover. Employee Training, employee Discharge.

UNIT – 3: Performance appraisal, traditional methods & modern methods of appraisal, Wages & Welfare Administration.

UNIT – 4: Industrial Disputes Settlement, Trade Unionism, Unfair Labour Practices, Grievance Handling Management, discipline Management.

REFERENCES

- Dr. C.B. Mamoria — Personnel Management, Himalaya Publishing House, New Delhi.
- Bhagoliwal, T.N. — Economics of Labour and Industrial Relations.
- Davar, R.S. — Personnel Management & Industrial Relations, Vikas Publishing House.
- Flippo, E.B. — Personnel Management, McGraw Hill International Edition.
- Jayagopal, R. — Human Resource Development: Conceptual Analysis & Strategies.
- Prasad, L. & A.M. Bannerjee — Management of Human Resources.
- Rubrabasawaraj M.N. — Cases in Human Resource Management.
- P.R.N. Sinha, I.B. Sinha & S.P. Sekhar — Industrial Relation, Trade Union and Labour Legislation, Pearson Education.
- Ratna Sen — Industrial Relation in India: Shifting Paradigms, Macmillan.
- Arun Monappa — Managing Human Resource, Macmillan.
- Edwin B. Flippo — Personnel Management, Tata McGraw Hills, International Edition, New Delhi.
- Keith Davis — Human Behaviour at Work, Tata McGraw Hill Publishing Company, New Delhi.
- Arun Monappa & Saiyadain — Personnel Management, Tata McGraw Hill.

M.B.A. Second Semester
Paper No. 203 — Quantitative Techniques and Operations Research
Syllabus

UNIT – 1: Index number, construction on index number, base shifting, splicing of two index numbers, uses and limitation of index numbers. Time series analysis: Variation time series, Trend Analysis, Cyclical Variation, Seasonal variation, Irregular Variation.

UNIT – 2: Linear Programming Formulation LP Problem, Characteristics of LP problem, solution by graphic method, general LP problem.

UNIT – 3: Transportation and Assignment Problem. The general structure of the problem, solving transportation problem, methods for initial feasible solution: VAM (Vogel's approximation method), N-WCM (North west corner method), L.C.M. (Lowest cost entry method). To find optimal solution: Modified distribution method, SSM (Stepping stone method), Assignment problems.

UNIT – 4: Replacement Decision: Replacement of capital equipment that deteriorates with time, replacement of equipment failing completely, replacement of staffing problem.

REFERENCES

- U.K. Shrivastava — Quantitative Techniques for Management Decisions, New Age International (P) Ltd.
- G.V. Shenoy & S.C. Sharma — Quantitative Techniques.
- Dr. S.C. Gupta — Statistical Methods, Sultan Chand & Sons.
- C.R. Kothari — Quantitative Techniques, Vikas Publishing House Pvt. Ltd.
- S.D. Sharma — Operations Research, Kedar Nath Raminath & Co.

M.B.A. Second Semester
Paper No. 204 — Accounting & Financial Management

Syllabus

UNIT – 1: An overview of Management Accounting: Nature and functions. Statement of Financial Information and changes in Financial Position, fund Flow and Cash Flow Statement preparation, financial Analysis, Evaluation of a firm's earning Power.

UNIT – 2: Standard Costing and Variance Analysis, Cost Volume-Profit-Analysis. Decision making costs and marginal analysis.

UNIT – 3: Nature, Scope & Objectives of Financial Management, function of finance, Capital Structure, meaning & determinants of capital structure, sources of capital: shares, debentures, long-term loans, retained earning, financial leverages.

UNIT – 4: Techniques of financial analysis, Determination of ratios, Liquidity ratios, Leverage ratios, profitability ratios, activity ratios, capital budgeting process, methods of investments evaluation. Working Capital Management, cash & receivable management, Dividend policy meaning & significance, forms & dividend.

REFERENCES

- Khan, M.Y. & P.K. Jain — Financial Management.
- Kuchhal, S.C. — Financial Management.
- Kulkarni, P.V. — Corporation Finance: Principles and Problems.
- Pandey, I.M. — Financial Management.
- Van Horne, J.C. — Financial Management, Tata McGraw Hill.
- Khan, M.Y. — Financial Management, Tata McGraw Hill.
- Jain, N.K. — How to Borrow from Financial & Banking Institutions, Nabhi Publications, New Delhi.
- S. Srinivasan — Cash and Working Capital Management, Vikas Publishing House, New Delhi.
- Dhameeja Nand & Sastry, K.S. — Finance and Accounting for Management Competitiveness, Wheeler Publishing, Allahabad.
- D.C. Sharma — Management Accounting.
- J.D. Agrawal — Accounting from Financial Analysis, Institute of Finance, New Delhi.
- Hingorani, N.L. & O.P. Chawla — Management Accounting.
- Hingorani, N.L., Ramanathan A.R. & Grewal T.S. — Management Accounting.
- Gupta, S.P. — Management Accounting.
- Murthy, Guruprasad — Management Accounting.
- Shukla, S.M. — Practical Problems in Advanced Accountancy.
- Srinivasan, N.P. — Management Accounting.
- Anthony, R.N. — Management Accounting Text & Case, Richard D. Irwin, Illinois.
- Anthony, R.N. — Management Accounting Principle, Richard D. Irwin, Illinois.
- Agarwal, J.D. — Accounting for Financial Analysis, Indian Institute of Finance, New Delhi.
- Asdhir, Geal & Aggarwal — Basic Accounting, Himalaya.
- Pandey, I.M. — Management Accounting, Vikas Publishing House, New Delhi.

M.B.A. Second Semester

Paper No. 205 — Spread Sheet Analysis and Data Base Management Syllabus

UNIT – 1: Introduction of MS-Excel'97: worksheets—structure, components, saving, opening, formatting the worksheet, Working with Charts: Creating, selecting the values, saving, loading and printing, Data Retrieval: Filter, Pivot Table, Working with functions—Mathematical, Statistical and Financial.

UNIT – 2: Database Management with MS Access: Building and database editing & editing records, deleting records, sorting and finding records. Concepts of Table, query, Form, Reports, Macro and module, Create Table, Data types and its properties.

UNIT – 3: Forms: Creating & editing, Searching the database, sorting the database, Editing and Modifying the database, Designing the custom screen display, working with Wizard, Query, Designing and execution of query.

UNIT – 4: Report: Creating and printing formatted reports, Designing and different views of reports, Utility of reports, Concept and Primary and Foreign key in database, Relationship: Create and define the utility, managing multiple data files, Making decisions, Designing and developing programs, Debugging techniques, managing numbers and dates. Computer Laboratory Practical Training covering MS Excel and MS Access.

REFERENCES

- MS Access — BPB Publication.
- Excel 4 — BPB Publication.

M.B.A. Third Semester
Paper No. 301 — E-Marketing & Service Marketing
Syllabus

UNIT – 1: Introduction to the Resources of electronic Marketing; Electronic Marketing Resources that can be integrated into the traditional marketing process.

UNIT – 2: Marketing Planning for online Activities; E-Marketing mix elements of electronic Ps.

UNIT – 3: Electronic Marketing Implementation, Electronic Marketing Mix Strategies. An introduction to the internet, various preparations in the process of electronic marketing and E-Commerce. The future of online electronic marketing resource. Ethics of electronic marketing, long term marketing relationship, securing the E-marketing site. Ongoing customer communication; Customer Profile and Data Management.

UNIT – 4: Services: Service Sector and Economic Growth, Service Concept, Characteristic and Classification of Service, Challenges. In Service Marketing Application of Service Services, Marketing for Non-Profit Organizations, Creating and delivering services: Planning, design, development and delivery of services product support services. Relationship Marketing Concept, Process and importance.

REFERENCES

- Joal Ready, Sharma Schulto & Kenneth Zimerman — Electronic Marketing: Electronic Resources in the Marketing Process, Harcourt College Publishers (The Dryden Press).
- Kamlesh K. Bajaj & Debjani Nag — E-Commerce: The Cutting Edge of Business, Tata McGraw Hill Publishing Company Limited, New Delhi.
- Samantha Surely — E-Business with Net-Commerce, Addison Wesley Longman, Singapore Pvt. Ltd.
- Nancy Cox (Ed.) — Hand Book of Electronic Messaging, CRC, Viva-Book Private Limited, New Delhi.
- Robert E. Umbaugh (Ed.) — Hand Book of MIS Management, CRC Book Private Limited, New Delhi.
- John M. Lusa — The Network Manager's Handbook, Viva-Books Pvt. Ltd., CRC Press, LLC, New Delhi.
- Sanjiv Purba (Ed.) — Hand Book of Data Management, Viva-Books Pvt. Ltd., CRC Press LLC, New Delhi.
- V.A. Zeithaml & M.J. Bitner — Service Marketing, Tata McGraw Hill, New Delhi.
- Ravishankar — Service Marketing, New Delhi Global Press.
- Philip Kotler — Marketing Management, Eleventh Edition, Pearson Education Asia.
- Amor Daniel — The E-Business Revolution, Hewlett Packard Professional Books, Pearson Education Asia.

M.B.A. Third Semester
Paper No. 302 — Sales Management Distribution Management
Syllabus

UNIT – 1: Introduction, definition, objectives, Functions and classification of Sales Management. Selling under the marketing concept, Interdependence of Salesmanship and Advertising. The sales Organization: Purpose, principles and policies of Sales Organization, setting up the sales organization, typical sales organization structure, planning of the selling factors.

UNIT – 2: Sales Forecasting, Sales Strategies and policies of determining the size of the sales force, sales territories, routing and scheduling, controlling the selling effort, sales budget and budgeting procedure, quota setting and administration.

UNIT – 3: Management of Sales force: Personal Problems of Sale Management, recruiting and selecting, training and development, motivating salesmen, sales meetings and contests, compensating sales personnel, evaluating and supervising salesmen.

UNIT – 4: Distribution: Design Distribution Channel, management of Channels and cooperation, conflict and competition, vertical and Horizontal Marketing Systems. Wholesaler, Retailing & Retailer Marketing Decisions. Physical Distribution: Objectives, order Processing, Warehousing Inventory, Transportation, Organizing for Physical Distribution. Emerging Trends in Distribution, customer oriented supply chain and internet as a medium for order processing.

REFERENCES

- R.R. Still, E.W. Cundiff & N.A.P. Govoni — Sales Management: Decision Strategies & Cases, Prentice Hall India.
- F.L. Lobo — Sales Distribution Management, Global Business Press, New Delhi.
- Rustom S. Davar & Sohrab R. Davar — Salesmanship and Publicity, Vikas Publishing House, New Delhi.
- Cundiff & Govoni — Sales Management: Decisions, Strategy and Cases, Prentice Hall of India Ltd., New Delhi.
- Thomas R. Watuba — Sales Management: Texts and Cases, Business Publication Inc.
- Acharya and Govekar — Marketing and Sales Management: Concepts and Cases.
- Johnson, Kutz and Schedving — Sales Management Concept and Cases.

M.B.A. Third Semester
Paper No. 603 — Consumer Behavior & Brand Management

Syllabus

UNIT – 1: Introduction: The application of consumer behavior principles to strategic marketing, consumer Research. Consumer Psychographics: Constructing a psychographics inventory, application psychographics analysis. The Nature of consumer Attitudes: Structural models of attitudes, measurement of attitudes. Social Class and consumer Behaviors. The measurement of social class. Lifestyle profiles of the social classes. The influence of Culture on Consumer Behavior: Characteristics and measurement of Culture. Personal Inference and the Opinion Leadership process.

UNIT – 2: Consumer Decision Making: Four views—Economic man, passive man, cognitive man, emotional man. A model of consumer decision-making. Comprehensive models including Nicosia, Howard-Sheth, Engel-Kollat-Blackwell, Sheth family decision making, Battman's information-processing model and Sheth-Newman-Gross model.

UNIT – 3: Diffusion of innovations: diffusion process, adoption process, profile of consumer innovator. Consumer Behavior Applications of Profit and Non-For-Profit service organization: marketing of services, Marketing Ethics and Public Policy Considerations, social marketing concept, Ethics in marketing.

UNIT – 4: Brand Management: Branding Concept, Brand Identity, Elements of Branding, Brand Decision, Brand Portfolio, Creating Brand: Brand Personality, Brand Image, Brand equity, Managing Brand Equity through Brand Loyalty, Brand Awareness, Perceived Quality, Brand Associations, Branding Strategy, Brand Extension Decision, Evaluation of Brands.

REFERENCES

- Leon G. Schiffman & Leslie Lazar Kanuk — Consumer Behavior, Prentice Hall of India Private Limited, New Delhi.
- Singh, Raghbir — Marketing and Consumer Behavior, Hall of India Limited.
- Engel, J.F. — Consumer Behavior, Holt Rinehart, New York.
- Peter D. Bennett & Harold H. Kassarian — Consumer Behaviour, Prentice Hall of India Limited.
- David Aaker — Managing Brand Equity, New York: Free Press.
- Jean Noel Kapferer — Strategic Brand Management, New York: Free Press.
- Tynn B. Upshaw — Building Brand Identity.
- David Aaker — Building Strong Brands.

M.B.A. Third Semester
Paper No. 605 — Advertising Management & Promotion Management
Syllabus

UNIT – 1: Introduction: Definition, Objective, Functions and classification of advertising. Advertising as communication process: advertising versus other forms of mass communication, planning the communication programme, communication mix, building of advertising programme: Copy, Strategy, message, Advertising appeals, AUDA Concept.

UNIT – 2: Advertising media: general and special characteristics of different media, Media planning, Advertising effectiveness through opinion recognition, recall and inquiry tests and Sales measures, measurement of printed media audiences.

UNIT – 3: Advertising Agency: functions of a modern agency, functions of the advertising department and advertising manager, advertising organization. Advertising Budget: Approaches and methods for determining the size of the advertising budget, factors influencing the size of advertising budget, advertising budget procedure, implementation and control.

UNIT – 4: Self-Regulation of Advertising—Self Regulation by Advertising Media; Public Relations & Sponsorship Marketing, Events Marketing, Consumer Relations, Dealer Relation, employee Relation, Modeling, Fashion Show, Shop Display, E-Advertising. Making of advertisement Films. Sales Promotion planning. Direct Marketing: Direct response advertising, Tele Marketing, advertising on Internet.

REFERENCES

- Chunawalla, Kumar, Sethia & Subramantion — Advertising Theory and Practice, Himalaya Publication House.
- Manendra Mohan — Advertising Management: Concept and Cases, Tata McGraw Hill Publishing Company Limited, New Delhi.
- B.S. Rathore — Advertising Management, Himalaya Publishing House.
- M.N. Mishra — Sales Promotion and Advertising Management, Himalaya Publishing House, Bombay, Delhi, Nagpur.
- Parag Diwan — Advertising Management, Deep & Deep Publication, New Delhi.
- Dr. C.N. Sontakki — Advertising Management, Kalyani Publication, New Delhi.
- Rustom S. Davar — Salesmanship and Publicity, Vikas Publishing House Pvt. Ltd.
- Philip Kotler — Marketing Management (The Millennium Edition).
- Aaker, Batra & Myers — Advertising Management, Prentice Hall of India, 1994.
- Manendra Mohan — Advertising Management, Tata McGraw Hill, 1995.
- Russell & Lange — Kleppner's Advertising Procedure, Prentice Hall of India.
- Terence Shimp — Promotion Management and Marketing Communication, Dryden Press, 1990.

M.B.A. Third Semester
Paper No. 702 — Merchant Banking, Financial Service and Mutual Fund
Syllabus

UNIT – 1: Origin of Merchant Banking, Service rendered by Merchant Bankers, Regulation of Merchant Banking Activity.

UNIT – 2: Pre-issue Management: Preparation of Prospectus, Coordination, Marketing, Underwriting; post-issue Management: Share Transfers, Listing.

UNIT – 3: Rating Agencies—CRISIL, ICRA, CARE; Depositories—ISDL; Venture Capital; Development of Institutional Financing—IDBI and ICICI.

UNIT – 4: Mutual Funds—Meaning and Concept, Investment, Trust Companies vs Mutual Funds and Unit Trusts, Unit Trust of India; SEBI's Regulations, Types of Fund; Open and Funds; Off Shore Funds.

REFERENCES

- Dr. J.C. Verma — Merchant Banking: Concepts, Practices & Procedures with SEBI Clarification, Guidelines, Rules and Regulations, Bharat Law House, New Delhi.
- Dr. P.R. Agrawal — A Comprehensive Approach to Mutual Fund, Orient Law House, New Delhi.
- M.C. Kuchhal — Corporation Finance.
- Frank K. Reilly — Investments, The Dryden Press, USA.
- J.C. Verma — Mutual Funds and Investment Profile, Bharat Publishing House.
- E. Gordon & K. Natrajan — Emerging Scenario of Financial Services, Himalaya Publishing House.
- J.C. Verma — Credit Rating: Practice & Procedure, Bharat Law House.
- John A. Haslem — The Investor's Guide to Mutual Funds, Prentice Hall, Englewood Cliffs, USA.
- Warren Booson — Keys to Investing in Mutual Funds.

M.B.A. Third Semester
Paper No. 705 — Security Analysis & Portfolio Management and Capital Market Systems
Syllabus

UNIT – 1: Savings; Investment; Speculation; Types of Risks; Measuring Risks; Variances; Risk Free Rate of Return; Risk/Return Trade Off; Market Equilibrium. Portfolio Construction; Diversification of Portfolios; Traditional Vs Modern Theories of Portfolio Analysis; Capital Asset Pricing Model (CAPM); Beta vs CAPM; Capital Market Line; Securities Market Line.

UNIT – 2: Utility of Wealth; Portfolio Combinations; Opportunity Sets; Efficient Frontiers; Portfolio Mix and Risks; The Efficient Market; Asset Allocations and Dynamic Hedging, Equity Research, Fundamental analysis and Country, Industry, company; Stock Selection. Top Down Vs Bottom Up Approach; Fundamental Vs Technical Analysis; Technical Analysis—Dow Theory; Wave Theory; Fibonacci—Golden Section; Relative Strength Analysis.

UNIT – 3: Instruments for Issue of Capital, Stock Exchange; Prospectus; Offer of Sale, SEBI, Stock Exchange; Prospectus; Offer of Sale, SEBI Guidelines on Public Issues.

UNIT – 4: Stock Market—Operations, Functions, Trading and Settlement, National Clearance and Depository System, Over the Counter Exchange of India, National Stock Exchange (NSE), Stock Holding Corporation of India Limited (SHCIL), Central Depository System.

REFERENCES

- Nabhi's Manual of SEBI — Jain Book Agency, New Delhi.
- Manual of SEBI Acts, Rules, Regulations, Guidelines, Criteria etc. — Bharat Law House, New Delhi.
- Avadhani, V.A. — Investment Management, Himalaya Publishing House, Mumbai.
- Blake, David — Financial Market Analysis, McGraw-Hill International Editions, Financial Services.
- Haugen, Robert A. — Modern Investment Theory, Prentice Hall Inc., USA.
- Fisher, Donald E. & Jordan, Ronald J. — Security Analysis and Portfolio Management, Prentice Hall of India, New Delhi.
- Barua, Samir K., Verma J.R. & Raghunath V. — Portfolio Management, Tata McGraw Hill Company Ltd., New Delhi.

M.B.A. Third Semester
Paper No. 1002 — Organization Development
Syllabus

UNIT – 1: Introduction: Definition, Nature of Organisational Development; Organisational Effectiveness; Management of Change, Change Agents.

UNIT – 2: Underlying Assumptions of Organisational Development; operational Components OD; Action Research in the process of OD.

UNIT – 3: Team Building Interventions; Inter-group Interventions; Personal, Interpersonal and Group process Interventions.

UNIT – 4: Comprehensive Interventions; Structural Interventions.

REFERENCES

- Dr. C.B. Mamoria — Personnel Management.
- Bhagoliwal, T.N. — Economics of Labor and Industrial Relations.
- Davar, R.S. — Personnel Management.
- Flippo, E.B. — Personnel Management.
- Jayagopal, R. — Human Resource Development: Conceptual Analysis & Strategies.
- Prasad, L. & A.M. Bannerjee — Management of Human Resources.
- Rubrabasavaraj, M.N. — Cases in Human Resource Management.
- Keshav Prasad — Organization Development for Excellence, MacMillan India.

M.B.A. Third Semester
Paper No. 1005 — Labor Legislation

Syllabus

UNIT – 1: Factories Act 1948; Provident Fund and Miscellaneous Provisions Act 1952; Payment of Wages Act 1936.

UNIT – 2: Trade Unions Act 1926. Industrial Disputes Act 1947: Object and scope, Definitions, Settlement of Industrial Disputes, Strike, Lockout, Lay-off, Retrenchment, Transfer, Closure.

UNIT – 3: Workmen Compensation Act 1923; Employee State Insurance Act 1948; Maternity Benefit Act 1961; Equal Remuneration Act 1976.

UNIT – 4: Minimum Wages Act 1948; Payment of Bonus Act 1965; Payment of Gratuity Act.

REFERENCES

- S.K. Puri — Labour and Industrial Laws, Allahabad Law Agency.
- S.N. Mishra — Labour & Industrial Laws, Pioneer Books, New Delhi.
- G.M. Kothari — A Study of Industrial Laws, N.M. Tripathi, Bombay.
- N.D. Kapoor — Handbook of Industrial Laws, Sultan Chand, New Delhi.
- B.K. Batra & N.K. Kalra — Mercantile Law Including Company & Industrial Laws, Tata McGraw Hills Publishing

M.B.A. Fourth Semester
Paper No. 401 — Strategic Management
Syllabus

UNIT – 1: Introduction to Business Policy and Strategic Management: Introduction to business policy as a Discipline. The Nature of Business policy and strategic Management.

UNIT – 2: Mission and Purpose, Business Definition and Objectives and Goals. Environmental Appraisal: Concept of Environment, Components of Environment, Environmental Scanning, Appraising the Environment. Organizational Appraisal: Dynamics of Internal Environment, Organisational Capability. Strategic Alternatives: Grand Strategies; Modernization Strategies, Diversification and Integration Strategies, Merger, Takeover and Joint Venture Strategies, Turnaround, Dis-investment, and Liquidation Strategies, Combination Strategies.

UNIT – 3: Strategic Choice: Process of Strategic Choice, Corporate Portfolio analysis, Industry, Competitor and SWOT Analysis, Subjective Factors in Strategic Choice, Contingency strategies, Strategic Plan, Activity Strategies: Interrelationship between formulation and Implementation, Issues in Strategy Implementation, Project Implementation, Procedural Implementation.

UNIT – 4: Behavioural Implementation: Leadership Implementation, Corporate Culture, Corporate Politics and Use of Power, Personal Values and Business Ethics, Social Responsibility and Strategic Management.

REFERENCES

- Azhar Kazmi — Business Policy, Tata McGraw Hill, New Delhi.
- Azhar Kazmi — Business Policy & Strategic Management, Tata McGraw Hill, New Delhi.
- P.K. Ghosh — Business Policy, Strategic Planning & Management, Sultan Chand, New Delhi.
- Francis Cherunilam — Strategic Management, Himalaya Publishing Co., New Delhi.
- L.M. Prasad — Business Policy & Strategy, Sultan Chand, New Delhi.

M.B.A. Fourth Semester
Paper No. 604 — International Marketing

Syllabus

UNIT – 1: Trading Environment: Framework, Basis of International Trade—Foreign Trade and Economic groupings—Major Regional Economy Groupings.

UNIT – 2: Indian Foreign Trade: Indian Trade Policy—Recent trends in India's Foreign Trade; Entry and Overseas Distribution System—Promotion, Promoting products; Institutional infrastructure for Export Promotion in India.

UNIT – 3: Identification of Foreign Markets: Product Planning for Exports. Export pricing—Market Entry and Overseas Distribution System—Promotion, Promoting products internationally.

UNIT – 4: Overseas Market Research: Marketing Plan for Exports—New International Marketing; International subcontracting, Joint Ventures, Counter trade Arrangements. Multinationals. Export documents and procedure.

REFERENCES

- Rathore & Rathore — International Marketing, Himalaya Publishing.
- P. Sarvanavel — International Marketing, Himalaya Publishing, New Delhi.

M.B.A. Fourth Semester
Paper No. 704 — International Finance

Syllabus

UNIT – 1: Financial Management in a global context, Recent Changes in global financial markets, The Balance of Payments, Components of Balance of Payments, Deficit & surplus.

UNIT – 2: The International Monetary System, Introduction, IMF, European Monetary System (EMS), Economic & Monetary Union (EMU).

UNIT – 3: International Financial Markets & Instruments, Euro markets, an overview of the funding instruments, Multilateral Financial Instruments, International Financial Instruments, International equity markets.

UNIT – 4: The Foreign exchange markets, Structure of the foreign exchange markets, Currency & Internal Rate, Future contracts, Markets & the trading process.

REFERENCES

- Alan C. Shapiro — Multinational Financial Management, Prentice Hall of India Private Ltd., New Delhi.
- David B. Zenoff & Jack Zwick — International Financial Management, Prentice Hall of India Private Ltd., New Delhi.
- P.G. Apte — International Financial Management, Tata McGraw Hill Publishing Company Limited, New Delhi.
- ICFAI-TMH Contemporary Management Services — International Finance, Tata McGraw Hill.
- Buckley, Adrian — International Finance, Prentice Hall Pvt. Ltd., New Delhi.

M.B.A. Fourth Semester
Paper No. 1004 — Human Resource Development

Syllabus

UNIT – 1: HRD: Concept, systems and sub systems, goals; Quality of work life; Quality Circles; Counseling; definition, types of Counseling, objectives.

UNIT – 2: Performance Management: Concept, Motivation and Performance, analyzing and improving performance, methods for improving organizational performance—balance Score Card, Bench marking, total quality management, knowledge management. Reward System: Objectives of compensation and reward system, designing reward system. Career Planning & Development: Concept of Career, Career transitions and choices, Career anchors, career problems, organizational strategies for career development.

UNIT – 3: Collective Bargaining; Workers Participation In Management: Concept, Works Committee, Joint Management Council, Shop Councils, Joint Councils. India and International Labour Organisation: Objectives of ILO, Structure of ILO, Impact of ILO on Indian Labour Issues.

UNIT – 4: Voluntary Retirement Scheme; National Renewal Fund; Management Workforce Diversity; International HRM: Staffing, Training, Compensation: HRD in Indian Industry: Strategies and Experiences.