## SYLLABUS FOR M.B.A (PART-TIME) UTTARAKHAND UNIVERSITY

### First Semester (All papers are compulsory)

- MBA 101 Principles and Practice of Management 100 marks
- MBA 102 Business Environment 100 marks
- MBA 103 Business Communication 100 marks
- MBA 104 Financial and Management Accounting 100 marks
- MBA 105 Computer Application in Business 100 marks

### Second Semester (All papers are compulsory)

- MBA 201 Financial Management 100 marks
- MBA 202 Human Resource Management 100 marks
- MBA 203 Organizational Behaviour 100 marks
- MBA 204 Marketing Management 100 marks
- MBA 205 Research Methodology 100 marks

### Third Semester (All papers are compulsory)

- MBA 301 Managerial Economics 100 marks
- MBA 302 Quantitative Analysis for Business Applications 100 marks
- MBA 303 Strategic Management 100 marks
- MBA 304 International Business 100 marks
- MBA 305 Minor Project based on Research Methodology 100 marks

### Fourth Semester (All papers are compulsory)

- MBA 401 Management Information System 100 marks
- MBA 402 Production and Operation Management 100 marks
- MBA 403 Corporate legal Environment 100 marks
- MBA 404 Project Management & Entrepreneurship 100 marks
- MBA 405 Viva - voce 100 marks

### Fifth Semester

(Select one Group as Major specialization and one subject for Minor specialization out of group(s) so specified for major specialization.

#### Marketing Management Group

- MBA 501-M-1 Consumer Behavior 100 marks
- MBA 501-M-2 Marketing Research 100 marks
- MBA 501-M-3 Marketing of Services 100 marks

#### Human Resource Management Group

- MBA 502-H-1 Industrial Relations 100 marks
- MBA 502-H-2 Counseling Skills for Managers 100 marks
- MBA 502-H-3 Social Security and Labour Welfare 100 marks
### Financial Management Group

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Marks</th>
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<tbody>
<tr>
<td>MBA 503-F-1</td>
<td>Security Analysis and Portfolio Mgt.</td>
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<tr>
<td>MBA 503-F-2</td>
<td>Financial Institutions and Markets</td>
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</tr>
<tr>
<td>MBA 503-F-3</td>
<td>Working Capital Management</td>
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### Information Technology Group

<table>
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<tr>
<td>MBA 504 – IT - 1</td>
<td>Data Base Management System</td>
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<tr>
<td>MBA 504 – IT - 2</td>
<td>Computer Architecture and Operating System</td>
<td>100</td>
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<tr>
<td>MBA 504 – IT - 3</td>
<td>Data Communication Network</td>
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### International Business Group

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<tbody>
<tr>
<td>MBA 505 – IB - 1</td>
<td>International Marketing Management</td>
<td>100</td>
</tr>
<tr>
<td>MBA 505 – IB - 2</td>
<td>International Trade Procedure &amp; Documentation</td>
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</tr>
<tr>
<td>MBA 505 – IB - 3</td>
<td>International Marketing Logistics</td>
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</tbody>
</table>

### Sixth semester
(Please note: Project Report/Dissertation is compulsory. Select one Group as Major specialization and one subject for Minor specialization out of group(s) so specified for Major specialization.)

**MBA - 601 : Project Report (Dissertation)**

**MBA - 602 : Viva On Dissertation**

### Marketing Management Group

<table>
<thead>
<tr>
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<tbody>
<tr>
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<td>Marketing Communication and Advertising</td>
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<td>MBA 603-M-2</td>
<td>Sales &amp; Distribution Management</td>
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### Human Resource Management Group

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<tbody>
<tr>
<td>MBA 604-H-1</td>
<td>Human Resource Planning and Development</td>
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</tr>
<tr>
<td>MBA 604-H-2</td>
<td>Organizational Change and Intervention Strategies</td>
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### Financial Management Group

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<tr>
<td>MBA 605-F-1</td>
<td>Cost Accounting</td>
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<tr>
<td>MBA 605-F-2</td>
<td>International Financial Management</td>
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### Information Technology Group

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<th>Course Title</th>
<th>Marks</th>
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<tbody>
<tr>
<td>MBA 606 – IT – 1</td>
<td>Internet Application</td>
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</tr>
<tr>
<td>MBA 606 – IT – 2</td>
<td>System Analysis and Design</td>
<td>100</td>
</tr>
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### International Business Group

<table>
<thead>
<tr>
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<th>Course Title</th>
<th>Marks</th>
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</thead>
<tbody>
<tr>
<td>MBA 607 – IB – 1</td>
<td>Multinational Financial Management</td>
<td>100</td>
</tr>
<tr>
<td>MBA 607 – IB – 2</td>
<td>Import/ Export Management</td>
<td>100</td>
</tr>
</tbody>
</table>
1. **Pattern of Examination:** The maximum marks for each paper, except in case of Project Report, Training Report, Seminar, Viva-voce, shall be of 100 (one hundred) marks of which 70 (seventy) marks shall be awarded on the basis of the external Semester Examination and 30 (Thirty) marks shall be awarded on the basis of Internal Examination. However, in the matter of Examination papers related to Information Technology group the External Semester Examination paper shall be of 50 (Fifty) marks & the Practical Examination shall be of twenty (20) marks. The practical Examination twenty (20) marks shall be conducted by the External Expert appointed by the University in similar manner as Viva – voce Expert is appointed. In case of training Report, Seminar, Viva – voce the maximum marks shall be 50 (Fifty) 100 (One Hundred) as the case may be and the project (Dissertation shall be of 200 (two Hundred) marks. The Seminar, training Report, shall be assessed by the Internal Expert appointed by the head of Department/ Director of the Affiliated Institution for the students of the respective Department/ Institution. The project report (Dissertation) shall be evaluated by the External expert appointed by the University. The Viva – voce will be conducted jointly by an Internal expert nominated by the head of the Department / Director of the Affiliated Institution in case of their respective students and by an External Expert appointed by the University with the approval of the Vice- chancellor on the basis of the panel of the experts submitted by the Head of department. On similar line the Viva – voce Expert shall be appointed by the University.

Marks for Internal Examination shall be awarded on the basis of the Assignments, Internal tests and students general performance – class participation in Assignments of 5 (five) marks each for each paper, except in Seminar, Viva – voce, Training Report, Project Report, shall be required to be completed by each student, out of which the best one shall be assessed for the Internal Assessment. 3 (Three) Internal tests of 10 (ten) marks each in each paper, except in Seminar, Viva – voce, Training Report, Project Report shall be conducted by the Department / Affiliated Institution, out of which the performance in best 2 (Two) shall be counted for the purpose of the Internal Assessment. Accordingly there shall be a Maximum of (five) 5 marks for Assignment, 20(twenty) marks for Internal Test and 5 (five) marks for general performance in class participation and attendance of the student. These 5 marks in each paper as mentioned above shall be awarded by the teacher concerned on the basis of the class participation and attendance of the student.

In so far as the External Semester questions paper is concerned each examination paper shall be of three hours duration with the maximum marks being 70 (Seventy). The pattern of Question Paper setting for External Semester Examination is indicated at Annexure – 1. The duration of the Internal Tests and the modalities of the Tests shall be decided by the teacher concerned in the respective subjects in consultation with the head of the Department/ Director of the Affiliated Institution as the case may be. The maximum marks for Internal Assessment shall be 30 (Thirty) as indicated above.

The Department/ Affiliated Institute shall forwarded the Internal Examination marks awarded by the teacher/ Internal Expert concerned in the respective paper to the registrar before start of the External Semester Examination for being incorporated with the result of the Semester Examination.

2. **Presentation of Seminar:** Each student shall be required to present a seminar in each semester, except in the fourth semester where the emphasis is on the Project report, lasting approximately for one hour divided into 5 minutes for introduction of the topic by the chairperson, 35 minutes for presentation of the seminar by the student concerned, 15 minutes for summing up by the chair person. The marks shall be awarded by the Internal Expert appointed by the Head of the Department/ Director of the Affiliated Institute for respective students, on the basis of pre determined criteria illustrated at Annexure- II. In the First Semester, the Student being fresh to the environment and coming from different academic background, the topic of the Seminar shall be on general subjects of their choice. In second Semester the seminar shall be on the topics related to Trade, Industry, Commerce, Corporate world and Corporate Affairs. The seminar in the Third Semester shall be based on the training Report.

3. **Summer Training And Project Report:** It is compulsory for all the students to attend and complete 45-60 days training at the end of Second Semester in any trading, commercial, Industrial, Financial or similar organization to be approved by the Department/ Affiliated Institution as the case may be for their respective students. On completion of the training the student shall submit Training Report to the Department/ Affiliated Institution within fifteen days of the completion of the training. In the Fourth Semester. The students are required to undertake a Project under the supervision of a Teacher.
and for that purpose the topic of the project work and time schedule shall be allotted by the designated
teacher concerned to the students under their charge immediately at the beginning of a third Semester
so that the project report shall be in the form of Dissertation and two copies of the report shall be
submitted by the students in the Department/ Affiliated Institution before conclusion of the Fourth
Semester Examination. The Department/ Affiliated Institution Immediately shall forward one copy of the
said Project Report to the registrar after the students, for getting it evaluated by the External Expert,
have submitted it. The teacher concerned under whose supervision must certify the Project report and
the guidance the Project has been undertaken.

4. Eligibility for Passing the Examination: The Minimum marks for passing the examination in
each of the Semester shall be 50% (Fifty Percent) in aggregate subject to a minimum of 45 % (Forty
Five %) in each paper. Further a student who has secured minimum marks to pass in each paper as
mentioned above but has not secured the minimum marks to pass in aggregate for the Semester
concerned shall be eligible to reappear in two papers in which he/she secured minimum marks in that
semester so as to improve the aggregate marks in the concerned Semester

5. Provisions regarding Promotion: No student shall be admitted to Second year of the course
unless he/she has passed in at least 12 (Twelve) papers out of Sixteen (16) papers offered by him /her
during the first year of the course (First & Second Semester Examinations Taken together) In that way
a student can be allowed to reappear, in 4 (Four) Examination paper of External Semester Examination
in which he/she failed in respective Semester Examination, during Second year of the course as back
paper. Further the student will be allowed to re-appear in any paper in the respective External
Semester Examination subject to the condition that the total numbers of papers shall be within the total
limit of (four) (4) back papers in a year as mentioned in this Para and further that total number of
attempts for a paper shall not exceed the total span period of programme of 4 (four) years. Further all
students shall have to pass the Degree programme within the span period of the programme which is
four years from the date of the admission in the programme. In case of those students whose back
papers are more than 4 (Four) as mentioned above, they shall not be allowed to proceed to Second
Year (Third Semester) unless they pass the First year course (First Semester and Second Semester)
The students who have thus failed shall be Ex–students and shall repeat the respective Semester. The
back paper examination held with the respective regular Semester Examination. If a student fails to
clear the degree programme during the span period of four years from the date of admission then he or
she shall not be eligible to be readmitted in the MBA degree programme. The Ex-students shall be
exempted from paying Fees and may be exempted from attending the classes. Back papers facilities
shall not be available in Internal Examination.

It is hereby clarified that promotion from First Semester to the second Semester shall be further
subject to the condition that at the end of the First Semester , a student would be promoted
 provisionally to the Second Semester provided he/she has appeared in the First Semester Examination
and his/her continuation to the second Semester shall be subject to the condition that on declaration of
the result of the First Semester he/she should not have failed in more than four Examination papers. In
case the student fails in more than four Examination papers, his/her admission to the Second Semester
shall stand cancelled.

Similarly, promotion from Second Semester to the Third Semester shall be subject to the condition that
at the end of the Second Semester, a student would be promoted provisionally to the Third Semester
provided he/she has appeared in the second Semester Examination and his/her continuation to the
Third Semester shall be subject to the condition that on declaration of the result of the Second
Semester Examination he/she should not have failed in a total of more than four Examination Papers
First and Second Semester Examinations taken together. In case if the student fails in a total of more
than four Examination papers in the First and Second Semester taken together, his/her admission to
the third semester shall stand cancelled.

The promotion to the subsequent Semester shall also be subject to the condition that at the end
of the previous Semester a student would be promoted provisionally to the subsequent Semester
provided that he/she has appeared in the previous Semester Examination and his/her continuation in
the concerned subsequent Semester shall be subject to the condition that on declaration of the result of
the previous Semester Examination and any back papers that the student may have appeared in,
he/she should not have a cumulative of more than four back papers.
It is further approved that the provisions mentioned in these ordinance are also applicable to the ongoing students of respective courses.

6. **Provisions for Attendance:** To constitute a regular course of study a student must attend at least 75% (seventy five percent) of the lectures in each paper. If the attendance is short than 75% (seventy five percent) then he or she shall not be eligible to sit in the respective Semester Examination.

7. **Award of Division:** A student who obtained 60% (Sixty Percent) or more marks in aggregate in all the semester taken together shall be awarded First Division, those with 50% (Fifty percent) or more marks less than 60% shall be awarded Second Division. In case of those students whose aggregate marks are 75% (Seventy five percent) or more shall be declared passed with distinction and this fact shall be indicated in the mark sheet of Final Semester.

8. **Medium of Instructions:** The medium of Instruction of study and the examinations shall be English.

9. **Admission fees & Other Charges:** Admission fee and other charges to be levied from the students shall be as such decided by the University from time to time.

10. **Omnibus Clause:** This ordinance and the syllabus shall come into effect from the academic session 2005-2006 with effect from July, 2005. In case of any clarification on any points mentioned in the ordinances and the syllabus or for any dispute on any points the decision of the university with the approval of the Vice-Chancellor would be final and binding on all concerned.

**Annexure – I**

**Pattern for question Paper Setting - External Semester Examinations:**
In the External Examination paper in each subject, except Training Report, Project, Seminar & Viva voce, the examination paper will carry a maximum of 70 marks normally divide among the questions and will be for duration of three hours. The question paper will be divide into two sections. There will be a compulsory short case study or some problem seeking solution under section A. In section b, there will be four questions all of which have to be attempted. First question Section B will ask for a short note (to answers any 4 out of 8) **Each of the other three (3) questions will include an alternate choice.** A model of the question paper is present below.

**Note:** All questions have to be attempted.

**Section – A**

1. Short case study / problem – Case study/ Problem given should not be of more than five hundred words

**Section – B**

2. Write short notes (up to fifty words) on any **four** of the following 3 marks each

   (a) 
   (b) 
   (c) 
   (d) 
   (e) 
   (f) 
   (g) 
   (h) 

3. Describe X Y Z.?

   OR

   Describe A B C.?

   **14 marks each**
4. (Pattern as same in 3)  
   What is A.B.C.?  
   OR  
   What is X.Y.Z.?  

5. (Pattern as same in 3)  
   Explain the U. V .W  
   OR  
   Explain R. S. T

(* Incase of the papers related to Information technology Group the question paper will be of 50 marks consisting of 10 marks each question as above mentioned since in this group there will be practical examination in each paper of 20 marks.)

Note: Their must be 8 questions in examinations papers as per indicated above and should be within the syllabus – copy enclosed.

Annexure – II
Seminar Assessment Sheet

Name of the Student:                                                         Chair Person:

Topic of Seminar:            Date of Seminar:

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Maximum marks</th>
<th>Marks Obtained</th>
<th>Parameter</th>
<th>Maximum marks</th>
<th>Marks Obtained</th>
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<td><strong>Text</strong></td>
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<td><strong>Handling Queries</strong></td>
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<td>Abstract</td>
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<td>Data Source (Credibility)</td>
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<td>Tactics</td>
<td>05</td>
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<tr>
<td>Quality of Text</td>
<td>04</td>
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<tr>
<td><strong>Presentation</strong></td>
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<td><strong>Chair Person Role</strong></td>
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<td>(Appearance)</td>
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<td>Gesture</td>
<td>04</td>
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<td>Opening Address</td>
<td>02</td>
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<tr>
<td>Audibility (Clarity)</td>
<td>04</td>
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<td>Summarizing</td>
<td>02</td>
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<td>Confidence</td>
<td>04</td>
<td></td>
<td>Leading</td>
<td>02</td>
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<tr>
<td><strong>OHP/LCD</strong></td>
<td>04</td>
<td></td>
<td>Command</td>
<td>02</td>
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<td></td>
<td>Control</td>
<td>02</td>
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<td>Time Management</td>
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<td>Conclusion</td>
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<td>Innovative Method</td>
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</table>

Total marks – 100
Marks Obtained:

No. of participants attended the Seminar:   Signature of Expert:
MBA (PART-TIME) FIRST SEMESTER PAPERS
(All Papers in First Semester are compulsory)

MBA 101 – Principles and Practice of Management

Objective
The objective is to provide an understanding of basic concepts, principles of management. The aim is to inculcate the ability to apply multifunctional approach to Organizational objectives.

Course Contents

(v) Concept and Significance of Communication, Process, Types and Techniques of Communication, Barriers of Communication.
(vi) Nature and Scope of Co-ordination, Principles, Techniques and Barriers to Co-ordination,
(vii) Management Control- The Elements, Process and Styles of Control, Techniques of Control.

MBA 102 – Business Environment

Objective
The object is to educate the students on the role of business in modern society. Emphasis is placed on the significant relationship, which exists between business and the social, legal, political, economic, financial and fiscal environment in India. Analysis of competitive business environment with special reference to India.

Course Contents

(ii) Social Responsibilities of Business, New Concept of Stakeholders in Business, Business Ethics and Corporate Social Responsibility, Concept of Corporate Governance.
(iv) New Economic Policy, Privatization, Liberalization Globalization Their Implication for Indian Business, Impact of Multi National Corporation in Indian Business World,
(v) Fiscal Policy and Monetary Policy.
(vi) Role of Policy and Monetary Policy.
(vii) Export-Import Policy, Regulation of Foreign Trade, Export Promotion and Import Substitution, Emergence of Regional Trade Blocks, EOU’s and EPZ’s
(viii) Institutional and Legal Aspects of business Environment in India, India and WTO, Flow of Capital, Acquisition, Mergers, Technical Co-operation, Franchise, Venture capital
MBA 103 – Business Communications:

Objectives:

The objective is to acquaint the students with the knowledge of Communication, written as well as Oral required in the Corporate world in its Day to day Functioning.

Course Contents:

(iv) Oral Communication – Public Speaking, Body Language, Presentation of Reports, Presentations of Sales Plans. Leading and Participation in Meeting and Conferences.
(v) Comprehensions and Précis Writing, Grammar and its uses in Business Communication.

MBA104 – Financial And Management Accounting

Objectives:

The objective is to provide basic knowledge of the science of Accounting, interpretation of Financial Statements and to develop an understanding of Accounting Tools, techniques and Information and their uses in Managerial Decision making.

Course Contents:

Budget and Budgetary Control - Its Meaning, Uses and Limitations, Budgeting and Profit Planning, Different types of Budget and their Preparations, Sales Budget, Purchase Budget, Production Budget, Cash Budget, Flexible Budget, Master Budget, Zero Based Budgeting.

MBA 105– Computer Applications in Business

Objectives:

The objective to acquaint the students with the knowledge and uses of computers and simple applications of computers in managerial decisions. Also to provide them an orientation about the increasing role of computers in corporate, business world.

Course Contents:

(iii) Input- Output Devices, Storage Units (Disks, CD-ROM, DVD – ROM and tapes), Memory Types (Cache, RAM, ROM), Memory Units, (SIMM, DIMM, RIMM).
(iv) Data and Information – Data Definition, Data Processing Systems, Data Type, Numeric, Alphabetic, Audio, Graphic, and Video and Their Presentation.
(v) Data Processing – Introduction to Data Processing, Computer as a Tool for Data processing, Data processing Techniques, Data Analysis, Data Input and Outputs, Data processing Management, EDP Controls and Audits, Data Security.
(vi) Introduction to Lab Work (Operating Systems, MS- DOS, MS Windows, and UNIX, MS Office ( MS Word, PowerPoint, Excel, Access.

MBA (PART-TIME) SECOND SEMESTER
(All Papers in this Semester are Compulsory)

MBA 201 – Financial Management:

Objective:

The objective is to provide conceptual knowledge of the tools of financial and Analysis and management and various long term source of finance. It also aims at helping them to develop skills for making financial decision in practical business situations.

Course Contents:

(iii) Leverage – Meaning, Significance and Types.
(vii) Management of long term funds, Source of Long term Finance, Financial Institutions and Term Lending
(viii) Lease Financing, mergers and Acquisitions.
MBA 202 – Human Resource Management:

Objectives:

The objective is to develop an understanding of the Management of Human Resource with reference to various aspects of Personnel Management and Industrial Relations.

Course Contents’


(ii) Personnel Department – Organization and Functions: Personnel manager Qualities and Qualifications; Professionalization of Personnel Management in India.


(v) Wage and Salary Administration – Wage policy – Concept, Role and Importance; Job evaluation; Fringe Benefits, Incentive Compensation Prerequisites and problems in Indian Context; Personnel Audit and Research.

(vi) The Manager and the Group, Group Dynamics, Morale in work Groups, Discipline and employee turnover.

(vii) Industrial Relations – Concept and Significance of Industrial Relations. Human Resource System – Concept, Scope and Mechanism.

MBA 203 – Organizational Behaviour:

Objectives:

The objective is to develop an understanding of an individual personality motivational as well their impact on organization. It also aims to develop skills in team building, leadership, managerial effectiveness and conflict resolution.

Course Contents:


(iii) Personality – Concept and Theories, Personality in Organization, Personality Development and its Determinants.

(iv) Directing – Understanding Employees and their needs, Theories of Motivation. Leadership – Meaning, Importance and Styles, Theories of Leadership, Communication and Leadership, Purpose of communication. Inter personnel Behavior, nature of Inter personnel behaviour, Definition and Characteristics of Group, Their types, and group Dynamics.

(v) Co-operation and Conflict, Group Cohesiveness Mechanism, Group Co-operation, Power, Authority and Role, Transactional Analysis, Organizational Conflicts.

(vi) Organizational changes and Organizational Development, Causes of Organizational changes, Process of Change, Change Resistance, Plant Organizational change, Concept and techniques of Organizational development, Component and conditions of Success of organizational development, Intervention – an overview, Kinds of Applications.
**MBA 204 – Marketing Management:**

Objective

The objective is to develop an understanding of the basic concepts of Marketing, its functions and its relevance for Manager.

Course Contents;


(iii) Market Segmentation, Basis of market segmentation and Purpose, Selection of target Market and Positioning Strategies.


(vii) Promotional Mix, Elements of Promotional Mix, Communication Process, Advertising, Personal Selling, Publicity and Public relations, Sales Promotions.

(viii) Distribution Channels, Role and types of Channels, Factors Influencing Channels decision.

(ix) Rural Marketing in India – Its Growth And Importance of Marketing Control, Control Operations, Ethical and Legal Aspects of Marketing.

**MBA 205 – Research Methodology**

Objective:

The objective is to acquaint the student with basic concepts on Research Methodology in Social Sciences so that they could develop adequate understanding of the techniques of data collection and its analysis for Business decision-making as well as application of suitable methods and tools for the purpose.

Course Contents:

(i) Nature, Meaning and Scope and Significance of Research Methodology. Problem formulation and statement of research objectives value and cost of information- Bayesian decision theory.


(iii) Measurement and scaling techniques, Motivational research techniques, Administration of Surveys, Selection of appropriate statistical Techniques.

(iv) Field work and tabulation of Data, processing and analysis of data, Use of SPSS and other Statistical Software packages.


MBA (PART-TIME) THIRD SEMESTER

MBA301 – Managerial Economics:

Objectives:

The Objectives is to provide the knowledge of Economics Theories of and their applications for Managerial Decisions.

Course Contents:

(i) Meaning of Managerial Economics – Scope and its Role in the process of Decision Making.
(ii) Introduction to the Analysis of Market Mechanism, Theory of Demand, Interaction of Demand and Supply, Static and Dynamic Equilibrium, Demand Analysis and Demand Forecasting, Elasticity of demand, Concepts of Revenue.
(iii) Concepts of Cost – Cost Clarification, Fixed and Variable Cost, Total, Average and Marginal Cost, Opportunity Cost, Real Cost, Cost out-put Relationship in Short run and Long run, Cost Analysis in the process of Decision making, Cost and Optimum size of plant, Cost and Multiple Products.
(iv) Productions And Cost Functions – Law of variable Proportions and Returns to Scale, Economics of Scale, Input Output Decision, Cost Curves, Break Even Analysis.
(v) Pricing – Determinants, Price Determination under Perfect Competition, Monopoly and Imperfect Competitions, Oligopoly, Concept of Selling Cost, Non Price Competition.
(vi) Profit management – Profit Theory, Measurements of profits, Profit Policies and Its Objectives, profit planning with Special Reference to Break Even Analysis.

MBA 302 – Quantitative Analysis for Business Applications

Objectives

The objective is to provide basic knowledge of the concept of quantitative techniques having their application in the field of Business.

Course Contents

(ii) Transportation Problems, Problem Statement, Testing Optimality, Modi Method and Improving the Solution
(iii) Linear Programming, Basic Concepts, Model formulation, Solution Method, Duality.
(iv) Theory of Games, Simulation, Basic Concept of PERT and CPM.
Objective

The objective is to develop an understanding of the concept of corporate strategy formulation, implementation and its evaluation.

Course Contents


viii. Case Analysis and Class Room Discussion on Different cases by adopting Group Discussion and Presentation Method.

Suggested Readings

1. Thompson and Strickland - Strategic Management Concept and Stress
2. Ansoff, H Igor - Corporate Strategy
3. Charles W L Hill and G R Jones - Strategic Management Theory
4. Azhar Kazmi - Business Policy
5. Thomos L Wheelen and J D Hunger - Strategic Management
6. Hamel G and Prahalad C K - Competing for the Future
304 – International Business

Objective

The objective is to Impart knowledge and skill of analysis of operational processes of business between two or more nations.

Course Contents


ii. Recent World Trade and Foreign Investment trends, Balance of Payments Accounts and Macroeconomic Management Theories and Institutions, approaches to international business.

iii. Trade & Investment Determination of Trading Partners Independence, Interdependence and Dependence.


vii. Quality control and pre shipment inspection, role of clearing and forwarding agents, shipment of export cargo, excise and custom clearance, shipping system and freight structure.


Suggested Readings

Chales W.L Hill - International Business
John, F - International Business Strategy and Administration
Lal Snajay - Multinationals, Technology and Exports
Robinson D Richard - International Business Management
Bhalla V.K.& Sivramu - International Business Environment and Business
Govindrajan - Mastering Global Business
K Ashwathapa - International Business Environment
Devil and sundram – International Business
MBA 305  Minor Project Based on Research  Methodology

Objective

To give a first hand exposure to management problems and to develop skills of problem solving by undertaking a minor project allotted by the designated guide with the help of using techniques of Research methodology. Each student is expected to carry out a Minor Project under the supervision of a designated internal faculty member on a real management problem with respect to issues related to trade, business, commerce, industry, finance, corporate governance and the incidental and or allied connected thereto. On completion of the study the student shall submit a project report to the department for getting it evaluated by the appointed internal expert.

MBA (PART-TIME) FOURTH SEMESTER

MBA 401 – Management Information System

Objective

The objective is to provide knowledge about the use of computer for various business information applications. The capabilities and limitations of computers and Introducing the student some of the computer programmes forming the part of the management Information System in corporate World.

Course Contents:

(i) Role of Information and Technology, Business and technology Trends, Definition of MIS, role of MIS in Decision-making, Number Systems, Computer Languages, Computer hardware, Computer Software and operating System.
(ii) Systems Approach, object Oriented design, The value and cost of information, Decision levels, Data capture, Data Quality.
(iii) Database management systems, advantages of Data base approach, Queries, Designing of Database, Database Administration, Commercial database.
(v) Data system - Organization of System department, Physical facilities of system requirement Analysis, System Analysis, System design, System Implementation, System maintenance.
(vi) Introduction to management information System, decision making and Its Process, need for information and decision making. Its elements, meaning and objectives.
(vii) Structure of management information System, Successful and Comprehensive Structure, Integration of structure, development of management information System, various MIS reports, making MIS efficient and Effective, Limitations of management information System.
(viii) Familiarity with Software packages – MS Office, MS Windows, LAN, UNIX etc.

MBA 402 – Production and Operations Management:

Objective:

The objective is to get the students acquainted with the design aspects of operations and material management and to develop relevant skill.

Course Contents:

(i) Nature and Scope of Production and operations Management, its relationship with other Systems in the organization, factors Affecting System and Concept of Production and Operation management, Facility Location, Types of manufacturing Systems and layouts, Layout Planning and Analysis.
(ii) Functions of Production and material management, Types of production Systems, Productivity Variables, and Productivity Measurement, Production Planning and Control, In Mass Production In Batch production, Job order manufacturing, Production Selection, Product Design, and


(iv) An overview of material management, material Planning and Inventory Control, J I T, Budgeting and Material Planning, Purchase Management, Store Management, Safety Management.


403- Corporate Legal Environment.

Objective:

The objective is to provide knowledge about important business laws relevant to Business and Corporate World.

Course Contents :


iii) Types of Contract –Indemnity, Guarantee, contingent, Bailment, Pledge, Agency.


vi) Indian Arbitration Act.

vii) Indian Partnership Act.


Suggested Readings

1) Kuchal M C -Mercantile Law
2) Kapoor N D -Mercantile Law
3) Singh Avatar -Company Law
4) Jain J D -Indian contract Act.
Objective

The objective is to provide adequate knowledge to the students for setting up of projects and their successful implementation.

Course Contents


vi) Role of Government and financial Institution in Entrepreneurship Development, Sources of finance, Institutionalize finance to Entrepreneurs, role of Technical Consultancy Organization in Developing Entrepreneurs.


Suggested Reading

1) Bhavesh M Patel - Project Management
2) SS Khanka - Entrepreneurship Development
3) Prasana Chandra - Project Management
4) P C K Rao - Project Management and Control

Viva-Voce – 405

100 Marks

At the end of the Semester each student will have to face an Interview wherein his or her knowledge and skill acquired during the course shall be examined. The Viva Voce shall be conducted jointly by the Internal Expert appointed by the Affiliated Institution and by the designated External appointed by the University in consultation with the Head of the Department as per established practice for Viva-voce.
A. Marketing Management Group

501-M-1 Consumer Behavior

Course Contents
iv. Psychological Factors- Personality, Self Concept, Attitude, Change in Attitude and its Measurement.
vi. Consumer Satisfaction- mechanism of Consumer Satisfaction and Dissatisfaction, Repeated Buying, brand and Shifting Loyalty, Opinion Leadership, Complaint Behavior.
viii. Institutional Buying Behavior.
ix. Changing retail landscape and its effect on consumer behaviour.

Suggested Readings
1. Zaltam and Wallendorf - Consumer Behaviour
2. Engel, Blackwell Edition - Consumer Behaviour
3. Mellout, Douglas W.Tr - Consumer Behaviour
4. London and Della Bitta - Consumer Behaviour
5. Schiffman and Kanuk - Consumer Behaviour
6. Blackwell , miniard , enjul – Consumer Behaviour

501-M-2-Marketing Research

Course Contents
i. Market Research- Introduction, Definition, Importance, Scope and Limitations of Market Research, Objectives, Types of Research, Planning and Designing Research.
ii. Secondary and Primary Data Collection- Introduction to Secondary Data Source and their Types, Methods of Data Collection, Data Preparation- Validation, Editing, Coding, Tabulation and Cross Tabulation of Data, Data Analysis and Interpretation, Hypothesis Testing, University and Bivariate Data Analysis. Multivariate Data Analysis.
v. Presentation and Follow- Through- Role of the Report, Type of Reports, Contents of the reports, Personal Presentation of the Report, Follow-through.
vi. Organization of Marketing Research Department, marketing Research Agencies, Types and Functions of Marketing Research Agencies, Ethical Issues of Marketing Research.
Suggested Readings

1. Agrawal - Marketing Research
2. Boyd West Fall - Marketing Research- Text and Cases
3. D A Aader and G S Dey - Marketing Research
4. Weiers - Marketing Research
5. Malhotra - Marketing Research
7. Tull and Hawkins - Marketing Research

501-M-3-Marketing of Services

Course Contents

i. The Nature of Services Marketing - Introduction, Definition and Characteristics of Services, Classification of Services, Evolution of Services marketing, Importance of Services Marketing in Indian Economy.

ii. The Services Marketing Mix- Importance of 7 Ps in Services Marketing.

iii. The Service Marketing - The People Component, Services and the Importance of the People Component, Using People to Differentiate Services, Internal Marketing, Employee Motivation and Implication for Service Delivery.


vi. Services Market Segmentation, Competitive Differentiation of Services, Positioning of Services.

vii. Services Pricing Decisions- Approaches to Pricing Services- Cost Based, Competition Based, Demand Based, Factors Affection Pricing.


ix. Service Promotion Decisions - Importance of Promotion in Services, Advertising, Personal Selling, Publicity and Sales Promotion.


Suggested Readings

1. Philip Kotler and Paul N Bloom - Marketing Professional Services
2. Lovelock - Service Marketing
3. Adrian Payne - The Essence of Service Marketing
4. Rathmell - Marketing in Service Sector

B- Human Resource Management Group

502-H-1 Industrial Relation

Course Contents

(i) Meaning scope and importance of Industrial relation. Major participants in Industrial relations; Characteristics of Industrial relation system in India.

(ii) Trade Union Management in India- Growth Problem, Recent Trends, and Future of trade Unionism in India.


(iv) Worker Participation in Management- Meaning and Objective of WPM and Factor influencing in WPM. Workers Participation in Management in India – An overview.


Suggested Readings:

2. Abram H. Maslow - Motivation and Personality
3. Agnihotri V - Industrial Relation in India.
4. Prasad Lallan - Personal Management and Industrial Relation
5. Dvar Rustam S - Personal Management and Industrial Relation

502-H-2-Counseling Skills for Managers

Objective

The objective of the course is to develop basic skills among students to independently handle a wide range of Employees Counseling and Performance Counseling.

Course Contents


Suggested Readings

2. McLennan, Nigel - Counseling for Managers
4. Flippo, Edwin B - Principles of Personnel Management
5. Janase - Interpersonal Skills in Business
6. Munra C A - Counseling- A Skills Approach
7. Lussiar - Human Relations in Organization
8. Corner L S et.el - The Professional Counselor Guide to Helping
9. Patterson – The counselling Process

502-H-4-Social Security and Labour Welfare

Course Contents


ii. Workmen’s Compensation Act, 1923.

iii. Employee’s State Insurance Act, 1848

iv. Payment of Gratuity Act, 1972

v. Minimum Wages Act

vi. Payment of Bonus Act

vii. Payment of Wages Act
Suggested Readings

1. Mullick - Labour Laws
2. Mimoria, C B and Memoris, S- Industrial Labour, Social Security and Industrial Peace in India
3. Sinha, G P - Industrial Relation and Labour Legislation in India
4. Zahiruddin - Labour Welfare Laws
5. Saharay H K - Industrial and Labour Laws of India
6. Srivastava S C - Industrial Relations and Labour Laws

C- Financial Management Group

503-F-1-Security Analysis and Portfolio Management

Course Contents


iii. The Risk- Return Framework, Types of Risk, Risk Evaluation, Hedging and Speculation Calculation of Return, Valuation of Fixed Income Investments and Equity shares.


Suggested Readings

1. Apte, PG - International Financial Management
2. Haugen Robert H - Modern Investment Theory
4. Sharpe William - Investments
5. Bhalla, V K - Investment Management
7. Dr. S M Tariq Zaffer – Strategic Finance

503-F-2-Financial Institutions and Markets

Course Contents


iii. Investment Bankers- UTI, LIC, GIC and Mutual Funds and Their Role, Investment Policy, Performance and Recent Developments.


Suggested Readings
1. Khan M Y - Indian Financial Theory and Practice
2. Goldsmith, R W - Financial Institutions
3. Srivastava, R M - Management of Indian Financial Institutions
4. Harbert, Dougall E and Jack Gaumnitz - Capital Markets and Institutions
5. Avadhani V A - Marketing of Financial Services
6. Desai Vasant - The Indian Financial System and Development

503-F-3-Working Capital Management

Course Contents


iv. Management of Marketable Securities, Purpose of Holding Securities, Determinants.


vi. Management of Inventory- Purpose for Holding Inventory, Components, Cost-Benefits Analysis, Inventory Management Techniques.


Suggested Readings
1. Smith, K V - Management of Working Capital
5. Dr. S M Tariq Zaffer – Strategic Finance

D- Information Technology Group

506-IT-1- Data Base Management System

Unit -1
An overview of Database Management System, Database System Vs File System, Database system concepts and architecture, data models schema and instances, data independence and data base language and interfaces, Data definitions language, DML, Overall Database Structure.

Unit -2
ER model concepts, notation for ER diagram, mapping constraints, keys, Concepts of Super Key, candidate key, primary key, Generalization, aggregation, reduction of an ER diagrams to tables, extended ER model, relationships of higher degree.
Unit -3
Components of DBMS Data Models in Databases, Relational Data Base Management System Relational Algebra, Data Models based on Implementation, Traditional Set Operators, Union, Special Relational Operators, selection, Relational Database model, Integrity constraints: entity integrity, referential integrity, Keys constraints, Domain constraints, relational algebra, relational calculus, tuple and domain calculus.

Unit -4
Introduction to SQL: Characteristics of SQL, Advantages of SQL, SQL data types and literals, Types of SQL commands, SQL operators and their procedure, Tables, views and indexes, Queries and sub queries, Aggregate functions, Insert, update and delete operations, Joins, Unions, Intersection, Minus, Cursors in SQL.

Unit -5

SUGGESTED READINGS :

1) Bipin D Desai – An introduction to Database System
2) C J Date - Introduction to Database System
3) Korth and Silberschatz – Database System Concepts
4) Pratt – Concept of Database Management

506-IT-2-Computer Architecture and Operating System

Unit -1
Overview of Computer Architecture, Introduction to parallel computing; Parallelism in Uniprocessor Systems, Parallel computer structures, Architectural Classification schemes, parallel processing applications.

Unit -2
RISC and CISC Architecture Need of Operating System, Types of Operating System.

Unit -3
Process concept, Process scheduling, Cooperating processes

Unit -4
Memory Management-Logical and Physical Address Space, Swapping, Contiguous Allocation and Non-Continuous Allocation.

Unit -5
File Management - File systems, secondary Storage Structure, File concept, access methods, directory implementation, Efficiency and performance, recovery

SUGGESTED READINGS :

1) Galvin – Operating System Concepts
2) MilenKovic – Operating System
3) Parthosarthy – Advanced computer Architecture
4) Hwang & Briggs – Computer Architecture and Parallel Processing
505-IT-5-Visual Basic

Unit -1

Introduction to VB, Environment of VB, properties, Managing data, working with controls: textboxes, buttons, labels etc., variables, controlling program flow.

Unit -2

Control Constructs: if-else, while, select cases etc. Inbuilt functions, User defined functions, arrays, Files, procedures.

Unit -3

Advanced System Defined Controls: Timer, Frame, Status Bar, Picture, Image List, Progress Bar etc.

Unit -4

Design UI Applications: Showing and Hiding forms, Basic form events, Menu creation, Handling MDI parent/child forms, navigation through forms, connectivity with Database.

Unit -5

Project Development.

SUGGESTED READINGS:

1) Teach yourself Visual Basic -6 in 21 days
2) Brain Seler and Jeff Spolts – Using Visual Basic 6
3) Mostasavi – Visual Basic 2005 by Practice

E- International Business Group

507-IB-1-International Marketing Management

Course Contents

i. The Marketing Concept and Its Extension to International Marketing, International Marketing Tasks, Nature of International Marketing.


Suggested Readings

1. Leighton - International Marketing
2. Scravanavel P - International Marketing
3. Kotler, Armstrong - Principles of Marketing
4. Keegan - Managing Global Marketing
5. Franklin R Root - International Marketing
6. Foss and Caleore - International Marketing

507-IB-2-International Trade Procedures Documentation

Course Contents

i. Export Documentation, Information, Export Contract, Foreign exchange Regulations, Quality Control and Pre-Shipment Inspection.
ii. Export Trade Control, Cargo Insurance, Commercial Practice, Central Excise Clearance, Customs Clearance of Export Cargo, Export by Post Parcel and By Air.

Suggested Readings

1. A C Mittal - Export Management in India
2. M I Mahajan - Export Procedures and Documentation
3. Anita Kumari - Export Incentives
4. Hanbook Published on Import Export Procedures by Min. Of Commerce

507-IB-5-International Marketing Logistics

Course Contents

iii. All India Shipper Council, Shippers Association and FIB and Carious Standing Committees Set Up for Resolving Shippers Problems.
Suggested Readings

1. T A S Balagopal - Export management
2. Kapoor ND - Commercial Law

E- International Business Group

507-IB-1-International Marketing Management

Course Contents

i. The Marketing Concept and Its Extension to International Marketing, International Marketing Tasks, Nature of International Marketing.


Suggested Readings

7. Leighton - International Marketing
8. Scravanavel P - International Marketing
9. Kotler, Armstrong - Principles of Marketing
10. Keegan - Managing Global Marketing
11. Franklin R Root - International Marketing
12. Foss and Caleore - International Marketing

MBA (PART – TIME) SIXTH SEMESTER

Sixth semester (Project Report is compulsory and further Two paper from one of the major specialization group and one paper from another minor specialization group

601 : Project Report (Dissertation)

Objective to give a first hand exposure to the students on management related problems and to enable them to develop problem solving skill with the help of problem solving techniques and by using primary and secondary information. Each students is expected to carry out a small but original study under the supervision of a designated internal faculty member on a real management problem with respect to the issue related to trade, business, commerce, industry and finance, corporate governance and the incidental or allied areas connected thereto.

On completion of the study the student shall submit a project report in the form of dissertation to their supervisor who shall certify the dissertation and one copy of dissertation in tern shall be forwarded to the university addressed to the registrar for evaluation purpose. the project report dissertation shall be evaluated by the external expert appointed by the university on the same line as the examiner and [paper setter are appointed.
A. Marketing Management Group

603-M-1 Marketing Communication and Advertising

Course Contents:


(ii) Communication process in Marketing- Importance and Application of Communication process relevant to them, Communication process in corporate image building, Advertising and Consumer psychology.

(iii) Planning for market communication- strategic analysis for market communication, communication objectives, market segmentation, target group and target person, brand positioning.

(iv) Advertisement and their types, Importance of advertising in modern marketing, different types of advertising, Advertising decision.

(v) Message and Copy, Message strategy, Message design, Elements of Advertising copy, Developing effective Advertising copy, Creative and Visualization in Advertising, Method of creative Development.

(vi) Media Planning- Comparative study of different advertising media, media choice, media scheduling and budgeting for advertising, Evaluation of advertising effectiveness, Pre Testing and post testing Techniques.

(vii) Regulation of Advertising- Advertising Department and its Organization, Advertisings Agencies and Their Organization s and Functions.

Suggested Readings:

1. Wright, Winter and Zeiglas - Advertising Management
2. Dunn and Barban - Advertising -its Role in Modern Marketing
3. Mahendra Mohan - Advertising Management
4. Aaker Myers and Batra - Advertising Management
5. Kenneth F Runyen - Advertising
603-M-2 Sales and Distribution Management

Course Contents:

(i) Basic Concept - Selling Function, Types of Selling and Emerging Dimensions, Direct Selling, Institution selling, Tele Marketing, Sampling, Follow the customer and other concepts.
(ii) Theories of Selling- Canned Approach AIDA Model, Right Set of circumstance Theory, Buying Formula Theory, Behavioural equation theory,
(iii) Process of Effective selling, Prospecting, Pre-approach Presentation and demonstration, Handling Objections, Closing the sales, Post sales activities, Quality of successful sales person.
(iv) Sales Management- Importance, scope, and function of sales management, organizing for sales, sales planning, market potential analysis, sales forecasting, Fixing sales objectives, Territory Allocation, Sales Quota, Participative Sales Planning and Behavioural Consideration.
(v) Sales Force Management, - Sales Force Planning, Recruitment and Selection, Training and Development, Placement of sales person, Compensation and incentive to sales person, Motivation and leadership for sales, Evaluation of sales performance.
(vi) Sales Control- MIS for sales, Report and Document used in sales management, Budgetary Control in sales, Sales variance analysis, Sales Expanses Control.
(vii) Distribution network- Various distribution channel and their comparative studies, channel design decision, channel management - Selection and Motivation. evaluation control of channel member, channel conflict management.
(viii) Physical distribution management- Importance and Decision areas, Logistic and Inner Distribution Management

Suggested Reading
1. Russel Beachand Brukirf - Selling
2. Still, Cundiff and Govani - Sales Management
3. K Patel - Sales Management
4. JOhnson , Kirtz and Schueing - Sales Management
5. Confield - Salesmanship- Practice and Problems

B- Human Resource Management group

604-H-1 Human Resource Planning and Development

Course Contents

(iii) Job Analysis, Job Description and Job specification- Concept, need and Importance, Method of Job Analysis Functional Job Analysis, Job elements Methods, Fleischmann Job Analysis System, Positional Analysis JOB Description and Job Specification.
(iv) Recruitment and Selection of Human resource- Recruitment Selection Vacancy characteristics and effect on job choice non compensatory and compensatory decision process in job choice, Factor influencing job recruitment effort, effect of personal policies in recruitment sources, different methods of recruitment, selection method and standards, type of selection methods steps in selection process.
(vi) Employee Development- work role of employee Manager and Executives, Organization characteristics influencing employees development, Approach to employee development, current issues in employee development, managing workforce diversity, success planning.

(vii) career Management - concept, necessity, career development Model, Career Planning System and its components, career counseling, career path, role of employees Manager and Company in career planning, career pleating, Duel Career Paths, Balancing Work and Family, Coping with Job Loss Retirement.

Suggested Readings
1. David A Cenzo and Stephen P Robin - Personal Human Resource Management
2. Liod L Byar and Leslie W Rue - Human Resource Management

604-H- 2 Organizational Change and Intervention Strategies

Course Contents
(i) Concept of Managing change- the practice of organizational change- Factors influencing organizational change, organizational culture and change, Managing resistance to change, effective implementation of change.

(ii) Diagnosis and Intervention- Organizational Diagnosis- An Overview, diagnosis methods, intervention in organization change, evaluation of organization change programme.

(iii) Model of Organizational change- some model of change, causes of failure of changes, organization changes and process consultation, Manager and the change, Internal and external agent of change.

(iv) Introduction to organization development- overview of organizational development, definition, values, assumption and benefits of organizational development.

(v) Theory and Management of organizational Development - Foundation of organizational development, Managing organizational development process.

(vi) Organizational Interventions - An overview, Team intervention, Inter group and third party Peace Making intervention, comprehensive intervention, training Experiences.

(vii) Key consideration and Issues- Ethical standard in organizational development, the future of organizational development.

Suggested Readings:
1. Uma Sekran - Organisational Behaviour
2. French And Bell - Organisation development
3. Stephen Robbin - Organisational Behaviour
4. Abad Ahmed at el - Developijg effective Organisations.
5. Husesy - How to make Organisation change
6. French WH and Bell - Organisational Developmen Theory Practive and Research choicee,

C- Financial Management Group

(605- F-1) Cost Accounting

Course Content:


ii) Classification of Cost, different Concepts relating to cost and cost accounting, Element of cost, material, purchases, store route, labour remuneration and incentives.

iii) Unit or output Costing- Meaning, objectives and Importance and methods of determination of unit cost, cost sheet, statement of cost & profit and production account. Job or contract Costing-Meaning objectives and Importance, preparation of contract account. Difference between unit costing and job costing.

iv) Process costing – meaning, objectives and Importance, preparation of Process account, operating costing-meaning, objective and Importance, calculation of operating cost.
v) Standard Costing—Meaning, objective and Importance, types of standards, limitation of standard costing, variance analysis, material labour and overhead variance. Marginal costing—meaning, objectives and Importance, limitation of marginal costing, contribution, break even analysis/V ratio, margin of safety, key factor. Marginal costing and decision making.

vi) Budgetary control—Meaning and characteristic of budgetary control, advantages and limitation of budgetary control budget.

Suggested readings

1) RR Gupta - Advance accounting
2) C T Horngren - Cost Accounting
3) M N Arora - Cost Accounting
4) J C Katyal - cost Accounting
5) Chalos - Managing cost in today’s Mfg. Env.

605 F-2 International Financial Management:

Course content:

i) Introduction- objective, functions of international financial management, decision variables-currency exchange rates, balance of payments, international restructuring and political risk, international monetary system, the foreign exchange market.

ii) Long term international investment decisions- motives strategies and behavioral consideration for long term investment decision. Justification of direct foreign investment, phases of punctuating foreign markets, product cycle theory, international diversification.

iii) Issues in foreign investment analysis, choice of framework for analysis, evaluation of international investment proposals- discounted cash flow analysis, the adjusted present value approach, political risk analysis. External investment decision- measuring total return from foreign investment, benefits of foreign equity, bond investment, optimal international asset allocation.

iv) Short term investment decisions- domestic vs international working capital management, international cash management, cash positioning, cash mobilization, hedging strategy, intra corporate transfer of funds, transfer pricing, management, international receivables management, international inventory management.

v) International financing decisions, euro money and euro bond markets.

vi) Growth of the eurodollar market, instruments in international markets, international equity markets, new financial instruments.


SUGGESTED READINGS:

1) APTE P G - international financial management 2) KEITH PILBEAM - international finance
3) LLEVI M D - international finance 4) Singh p - investment management

606 IT 1 Internet Applications

Course content:

Unit -1
Introduction to Internet Programming: Client-Server model, browsers, Protocols, Creating World Wide web pages: HTML, headers, Body, html tags, tables, test graphics, sounds, building forms, text field and value, size, html buttons, radio, checkboxes, selection list etc.

Unit -2
HTML programming using VBScript, variables, arrays, procedures, conditions, Looping. HTML programming with Java Script, variables, procedures, validations, animations, Javascript objects.

Unit -3
Introduction to Java, Characteristics of Java, Java application programming, classes and objects. Packages, Java Libraries, Inheritance, Interface.
Unit -4
Web programming with Java : Applets, Applet parameter passing, class variables, methods, Events and Event model, Basic I/O, Exception Handling, Database connectivity.

Unit -5
Project Development.

SUGGESTED READINGS:
1) Java Complete Ref 2.0
2) Core Java -1
3) Ivan Baros- Advanced concepts in Java
4) Holzner.S. – HTML Black Book

606 IT-2 System Analysis and Design
Course content:
Unit -1

Unit -2

Unit -3

Unit -4

Unit -5
Case studies for SDLC implementation. (Min 2 case studies)

SUGGESTED READINGS:
1) Satringer – System Analysis and Design
2) Shelly : system Analysis and Design
4) Pressman – Software Engineering

E International Business Group
607 IB-1 Multinational financial Management

Course Content:

ii) Multinational Corporations- Its Rationale , Goal and Constraint, Project Financing, including International borrowing, international fund remitences,
iii) Multinational capital budgetting- Foreign Investment Decision, International Diversification, Political risk management, cost of capital and capital structure, working capital management and foreign trade, tax planning.
iv) International dimension of accounting and financial reporting practices, International
accounting standards and practices and its position in India, Translation of foreign currency into account, accounting for the international / multinational corporation.

v) International financing decision, EURO money and EURO bond market.

607-IB-2- Import –Export Management

Course Contents

(i) Import Management in a developing economy, Objectives of Import Policy, Types of Import Licences, Foreign Exchange Budgeting, Global Procurement, Conceptual Framework, Methods of Import Procurement, and Import Procurement planning at corporate level, identifying sources of supply, supplier identification, selection and evaluation.

(ii) Import Financing Purchase price analysis-, canalisation of import, and import under counter trade, market research for import procurement monitoring and follow-up of contracts.

(iii) Buying of technology , import procedure in India, custom clearance of imported cargo, custom valuation of imported cargo, import documentation, material management for projects , procurement under World Bank Project.

(iv) Export Management- Concept and Scope , Form of Organization, Export Marketing Environment, Export Planning, Organizing for Export, Organization chart, Building a team, Executive Action, and Management Control.

(v) Barriers and Bottleneck in export with specific reference to India

(vi) Suggested Readings:

1. TAS Balagopal - Export Management
2. B.S. Rathore - Export Marketing
3. P. Kumar and AK Gosh - Export Management
4. Ronald R. - International Purchasing