Syllabus

MBA  Semester-III&IV

Session 2007-2008
Uttrakhand Technical University
SYLLABUS
MBA -III & IV SEMESTER

Semester-III
Select one group as major specialisation & one subject for minor specialisation out of group(s) so specified for major specialisation.

MBA 301 Strategic Management 100 marks
MBA 302 International Business 100 marks
MBA 303 ) 100 marks
MBA 304 ) Four papers – Three from one major group 100 marks
MBA 305 ) and one from another Minor group 100 marks
MBA 306 ) 100 marks
MBA 307 ) Summer Training Report and Seminar based on Summer Training Report (50 marks each) 100 marks
MBA 308 ) Seminar and Vice – voce (50 marks each) 100 marks

A- Marketing Management Group

MBA 303 – M –1 Consumer Behaviour
MBA 303 – M –2 Marketing Research
MBA 303 – M –3 Marketing of Service

B- Human Resource Management Group

MBA 304 – H – 1 Industrial Relation
MBA 304 – H – 2 Counseling Skills for Managers
MBA 304 – H – 3 Social Security and Labour Welfare

C- Financial Management Group

MBA 305 – F – 1 Security Analysis and Portfolio management
MBA 305 – F – 2 Financial Institution and Markets
MBA 305 – F – 3 Working Capital Management

D- Information Technology Group

MBA 306 – IT – 1 Data Base Management System
MBA 306 – IT– 2 Computer Architecture and Operating System
MBA 306 – IT– 3 Visual Basic

E- International Business Group

MBA 307 – IB – 1 International Marketing Management
MBA 307 – IB– 2 International Trade Procedure & Documentation
MBA 307 – IB– 3 International Marketing Logistics
F- Co-operative management Group
(To be decided by Institute of Cooperative Management)

Semester-IV

Select one group as major specialisation & one subject as minor specialisation out of group(s) so specified for major specialisation.

MBA 401 Corporate legal Environment 100 marks
MBA 402 Project Management & Entrepreneurship 100 marks
MBA 403 Project Report /Dissertation 100 marks
MBA 404 Viva on Dissertation 100 marks
MBA 405 ) 100 marks
MBA 406 ) Three papers – Two from one major group 100 marks
MBA 407 ) and one from another Minor Group 100 marks
MBA 408 ) Vice voce 100 marks

A- Marketing Management Group)
MBA 404 – M –1- Marketing Communication & Advertising 100 marks
MBA 404 – M –2- Sales & Distribution Management 100 marks

B- Human Resource Management Group
MBA 405 – H – 2 – Human Resource Planning And Development 100 marks
MBA 405 – H – 3 – Organizational Change & Intervention Strategies 100 marks

C- Financial Management Group
MBA 406 – F – 1 – Cost Accounting 100 marks
MBA 406 – F – 2 – International Financial Management 100 marks

D- Information technology Group
MBA 407 – IT – 1 – Internet Application 100 marks
MBA 407 – IT – 2 – System Analysis and Design 100 marks

E – International Business Group
MBA 408 – IB – 1 – Multinational Financial Management 100 marks
MBA 408 – IB – 2 – Import/ Export Management 100 marks

F- Co-operative management Group
(To be decided by Institute of Cooperative Management)
UTTARAKHAND TECHNICAL UNIVERSITY, DEHRADUN
SYLLABUS -THIRD SEMESTER

There are both compulsory and elective papers in this Semester. Papers 301 and 302 are compulsory for all students and for elective papers the students shall have to choose Four papers: - Three from one of the Major specialization group and one from another Minor specialization group mentioned below.

**Compulsory Papers**

**301 - Strategic Management**

**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
Compulsory Papers

302 – 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
Marketing Management Group

303-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 Wallendrof- 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
303-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, Univariate 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
303-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
5.
B- Human Resource Management Group

303-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.
(vii) Grievance Handling and Employees Discipline – Approaches, Procedures National Commission on Labour and Its Recommendation on Various Aspects of Industrial Relation In India.

Suggested Readings:
2. Abrham 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
303-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
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
305-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
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
305-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

306-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 database 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, election, 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
306-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
305-IT-3-Visual Basic/ Data Communication Network

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
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
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. Handbook Published on Import Export Procedures By Min. Of Commerce
307-IB-3-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
309(i)-Summer Training Report  - 50 marks

After Completion of the compulsory training in designated organization each student shall prepare a training report on the pattern finalized in consultation with the Teacher in-charge of the training. A copy of the report shall be submitted to the Teacher concerned, which shall be evaluated by the teacher concerned.

309(ii)-Seminar based on Summer Training Report  - 50 marks

Each Student shall present a seminar, which shall be based on the training and the training report. The objective is to understand the benefits and gains to the student due to compulsory training and enable the student to express his understanding about the functioning of outside world especially as to what extent the concept of management taught him were relevant and are helpful in the real world in the real situation.

310-Viva-Voce  -100 marks

At the end of the semester each student will have to face an interview wherein his of her knowledge and skill acquired during the course shall be examined. The Internal Expert and the External Expert shall conduct the viva-voce jointly. Feedback from the External Expert about the students shall be obtained from the point of vies of preparing students for placement Interviews.
There are compulsory and elective papers in this semester, papers 401, 402, 403 are compulsory and under elective papers the students shall have to choose three papers from already selected group – two from, the selected major specialization group and one from selected minor specialization group.

Compulsory Papers

**401- 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 Enterpreneurship Development., Sources of finance, Institutionalize finance to Enterpreneurs, role of Technical Consultancy Organisation 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
403-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 student 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.
404 (M1)-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 budgetting for advertising, Evaluation of advertising effectiveness, Pre Testing and post testing Techniques.
(vii) Regulation of Advertising- Advertising Department and its Organisation, Advertising Agencies and Their Organisation 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
404-M-2 Sales and Distribution Management

Course Contents:
(i) Basic Concept -* Selling Function, Types of Selling and Emerging Dimensions, Direct Selling, Institution selling, TeleMarketing, 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, Preapproach Presentation and demonstration, Handling Objections, Closing the sales, Post sales activities, Quality of successful sales person.
(iv) Sales Management- Importance, scope, and function opf sales management, organising 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, Budgetory Control in sales, Sales variance analysis, Sales Expanses Control.
(vii) Distribution netqwork- Various distribution channel and their comparative studies, channel design decision, channel management - Selection and Motivation. evaluation control of cvhannel 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
Confierd - Salesmanship- Practice and Problems
B- Human Resource Management group

405-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, Fleishman 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, Organisation characteristics Influencing employees development, Approach to employee development, current issues in employee development, managing workforce diversity, success planning.


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
405-H2 - ORganisational Change and Interventaion Strategies

Course Contents
(i) Concept of Managing change - the practice of organisational change - Factors influencing organisational change, organisational culture and change, Managing resistance to change, effective implementation of change.
(ii) Diagnosis and Intervention - Organisational Diagnosis - An Overview, diagnosis methods, intervention in organisation change, evaluation of organisation change programme.
(iii) Model of Organisational change - some model of change, causes of failure of changes, organisation changes and process consultation, Manager and the change, Internal and external agent of change.
(iv) Introduction to organisation development - overview of organisational development, definition, values, assumption and benefits of organisational development.
(v) Theory and Management of organisational Development - Foundation of organisational development, Managing organisational development process.
(vi) Organisational 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 organisational development, the future of organisational development.

Suggested Readings:
1. Uma Sekran - Organisational Behaviour
2. French And Bell - Organisation development
3. Stephen Robbin - Organisational Behaviour
4. Abad Ahmed at el - Developing effective Organisations.
5. Husesy - How to make Organisation change
6. French WH and Bell - Organisational Development Theory Practice and Research choicee,
C- Financial Management Group

(406 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,P/V ratio, margin of safety, key factor. Marginal costing and decision making.

vi) Budgetary control – Meaning 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.
406 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 behavioural consideration for long term investment decision. Justification of direct foreign investment, phases of fluctuating 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, euromoney 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
407 -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
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
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.


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

Suggested Readings
1. Eiterman D.K. and Stone Hill AI- Multinational Business Finance
2. Hanning Pigott and Scott - International Financial Management
3. Gerhard G, Mueller - International Accounting
408-IB-2- Import – Export Management

Course Contents

(i) Import Management in a developing economy, Objectives of Import Policy, Types of Import Licences, Foreign Exchange Budgetting, 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 followup of contracts.

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


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

Suggested Readings:
1. TAS Balagopal - Export Managemetn
2. B.S. Rathore - Export Marketinjg
3. P. Kumar and AK Gosh- Export Management
4. Ronald R. - Intrenational Purchasing
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 and the External Expert. The Viva-voce shall on the pattern of professional Interviews so as to gear up the students for facing the placement Interviews. The feedback of the External Expert shall be utilized for short listing of the candidates to be sponsored to different Organizations for Placement Interviews. In this Semester, therefore, the External Expert shall be such persons having Industry of Corporate World Background.