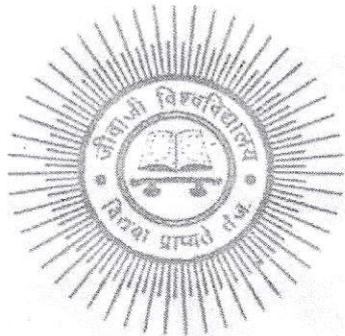


①

# **JIWAJI UNIVERSITY**

## **GWALIOR**



**MBA (Integrated)**  
**Scheme & Syllabus**  
**I to X Semester**  
**2020-2025**

*(Handwritten signature)*

2

**MASTER OF BUSINESS ADMINISTRATION (INTEGRATED)  
SYLLABUS AND EXAMINATION SCHEME**

MASTER OF BUSINESS ADMINISTRATION (INTEGRATED) SYLLABUS AND EXAMINATION SCHEME

Semester - I

PAPER CODE	COURSE	End Semester (External)	Mid Semester (Internal)	MAX. MARKS
MBAI T101	Principles of Management	60	40	100
MBAI T102	Business Environment	60	40	100
MBAI T103	Basic Accounting	60	40	100
MBAI T104	Marketing Management Part I	60	40	100
MBAI P105	India Management and Human Values (Role)	50	-	50
MBAI P106	Tally Part I	50	-	50
MBAI P107	Business Communication and Computer Skills	50	-	50
MBAI P108	Entrepreneurship Development Program	25	25	50
	Total			600

Semester - II

PAPER CODE	COURSE	End Semester (External)	Mid Semester (Internal)	MAX. MARKS
MBAI T201	Cost Accounting	60	40	100
MBAI T202	Business Statistics	60	40	100
MBAI T203	Business Laws	60	40	100
MBAI T204	Entrepreneurship and Small Business Management	60	40	100
MBAI P205	Indian Management and Human Values (Explanation)	50	-	50
MBAI P206	Tally II	50	-	50
MBAI P207	Project Management	50	-	50
MBAI P208	Skill Development I	25	25	50
	Total			600

3

Semester - III

PAPER CODE	COURSE	End Semester (External)	Mid Semester (Internal)	MAX. MARKS
MBAI T301	Company Law	60	40	100
MBAI T302	Organizational Behaviour	60	40	100
MBAI T303	Higher Accounting	60	40	100
MBAI T304	Research Methodology	60	40	100
MBAI P305	Winter Project: Establishment of Business Enterprise	25	25	50
MBAI P306	Skill Development II	25	25	50
MBAI P307	Project: Financing from Banks for Inception of Business Enterprise	25	25	50
MBAI P308	Bhartiya Sanskriti ke Tatva	25	25	50
	Total			600

Semester - IV

PAPER CODE	COURSE	End Semester (External)	Mid Semester (Internal)	MAX. MARKS
MBAI T401	Industrial Marketing	60	40	100
MBAI T402	Rural Management	60	40	100
MBAI T403	Income Tax Laws and Practices	60	40	100
MBAI T404	Services Marketing	60	40	100
MBAI P405	Chanakyaneeeti	25	25	50
MBAI P406	Industrial Tour (Report)	25	25	50
MBAI P407	Event Management	25	25	50
MBAI P408	Personality Development	25	25	50
	Total			600

4

Semester - V

PAPER CODE	COURSE	End Semester (External)	Mid Semester (Internal)	MAX. MARKS
MBAI T501	Managerial Economics	60	40	100
MBAI T502	Human Resource Management	60	40	100
MBAI T503	Business Taxation	60	40	100
MBAI T504	Consumer Behaviour	60	40	100
MBAI P505	Neetishataka	25	25	50
MBAI P506	Industrial Laws	25	25	50
MBAI P507	Project Planning (Dissertation)	50	50	100
	Total			600

Semester - VI

PAPER CODE	COURSE	End Semester (External)	Mid Semester (Internal)	MAX. MARKS
MBAI T601	Business Policy	60	40	100
MBAI T602	Operations Research	60	40	100
MBAI T603	Management of Financial Institutions	60	40	100
MBAI T604	Social Security and Welfare	60	40	100
MBAI P605	Chanakya Arthashastra	25	25	50
MBAI P606	Advertising Management	25	25	50
MBAI P607	Winter Training Report and Viva Voce	50	50	100
	Total			600

Semester - VII

PAPER CODE	COURSE	End Semester (External)	Mid Semester (Internal)	MAX. MARKS
MBAI P701	Industrial Project Report	400	400	800

## Semester – VIII

PAPER CODE	COURSE	End Semester	Mid Semester	MAX. MARKS
		(External)	(Internal)	
MBAI T801	Financial management ( <b>Theory</b> )	60	40	100
MBAI T802	Production and Operations management(Theory)	60	40	100
MBAI T803	Human Resource Development (Theory)	60	40	100
MBAI T804	Banking and Insurance Management(Theory)	60	40	100
MBAI T805	Security Analysis and Portfolio – Management (Investment Management) (Theory)	60	40	100
MBAI T806	Retailing and E-Commerce(Theory)	60	40	100
MBAI P807	DBMS using MS access ( <b>Practical</b> )	50	50	100
MBAI P808	Export management and documentation ( <b>Practical</b> )	50	50	100
	<b>Total</b>			<b>800</b>

## Semester – IX

PAPER CODE	COURSE	End Semester	Mid Semester	MAX. MARKS
		(External)	(Internal)	
MBAI T901	Management Information System (Theory)	60	40	100
MBAI T902	Total Quality Management (Theory)	60	40	100
MBAI T903	Strategic Financial Management (Theory)	60	40	100
MBAI T904	International Finance(Theory)	60	40	100
MBAI T905	Strategic Human Resource Management (Theory)	60	40	100
MBAI T906	Supply Chain Management(Theory)	60	40	100
MBAI P907	Website development ( <b>Practical</b> )	50	50	100
MBAI P908	Compensation Planning ( <b>Practical</b> )	50	50	100
	<b>Total</b>			<b>800</b>

## Semester - X

PAPER CODE	COURSE	End Semester (External)	Mid Semester (Internal)	MAX. MARKS
MBAI P1001	Project Report	400	400	800

6

## **MBA I 101 Principles of Management**

### **Unit I**

Management- Definitions, Nature and significance, Evolution of management and major schools of thoughts (Classical School -Scientific Management School, Management Process School and Bureaucracy; Hawthorne Experiments and Human Relations School).

### **Unit II**

Objectives: Nature, Hierarchy and objective setting, MB0 Managerial functions, Planning : Steps and types of plans, Basics of strategies and politics (Formulation, Evaluation, Correction)

### **Unit III**

Organizing, Basic concepts, Combining jobs, Organizational structure, Elements of organizing: Span of Control, Departmentation, Authority and responsibility. Centralization and decentralization, Line and staff relationship

### **Unit IV**

Staffing and directing, Leadership• Styles, Behavioral and Situational approaches, Leadership effectiveness-, Co-ordination functions in organization, Committees and group decision making, Communication (formal and informal), Stress- sources, Consequences of stress, Managing Stress.

### **Unit V**

Controlling : System and Process of Controlling, Control Techniques and Information Technology

### **Suggested Readings:**

1. Koontz Harold. and O' Donne!, Principles. Of Management, Mc Graw Hill, India
2. George R. Terry and Stephen G. Franklin, Principles of Management, AU India Book Setler, New Delhi.
- 3, Stone, Wankai, Management, PHI, New Delhi.
4. Weirich, Koontz, Management,- A Global perspective, McGraw Hill. India.

## MBA I 102 Business Environment

### Unit I

Introduction : Concept, Nature and significance of business environment

### Unit II

Industrial environment: New industrial policy, Recent five year plan, Industrial sickness, MRTP Act, Special economic zones (SFZs)

### Unit III

Economic environment : SEBI Indian Fiscal and Monetary Policy, Recent Union budget, Liberalization. Globalization, FDI, Basic Foreign Trade Policies, Competition Act 2005, FEMA. Multinationals and transnationals corporations

### Unit IV

Social environment: Social responsibilities of business, Consumerism, Consumer protection Act Business Ethics: Characteristics and Needs

### Unit V

Technological environment: Technology & Business, Issues in Technology Transfer Environmental Management : Issues & Challenges, Environmental Safety.

### Suggested Readings:

1. Mishra S K & Puri V K - Economic Environment of Business (Himalaya Publishing House, 3rd Edition).
2. Paul Justin - Business Environment Text and Cases (Tata Mc Graw Hill).
3. Shaikh & Saleem - Business Environment (Pearson. 1st Edition)
4. Suresh Bexii - Business Environment.(Excel Boob, 1st Edition).
5. Francis Cherunilam -- Business Environment, Text and Cases (Himalaya Publishing House, 8<sup>th</sup> Edition)

## MBA I 103- Basic Accounting

### Unit I

Meaning of bookkeeping, accounting and accountancy (comparative study in terms of objectives, scope & relation), Objectives, scope, and limitations of accounting. Accounting information systems, Users of accounting information, accounting concepts, conventions and principles of accounting(advance and conceptual study)

### Unit-II

Basic accounting cycle; Double entry system of accounting, Classification of accounting: traditional and modern and rules of journal entry in the both classification, Journalizing of transactions, Sub division of journal, Posting to ledger, Preparation of trial balance, Advance practical problem on all aspects of journal, ledger and trial balance.

### Unit-III

Rectification of errors, Adjustments and their entries, Preparation of final accounts, Advance practical problems on all aspects

### Unit-IV

Accounting for depreciation (As per Accounting standard-6), Bank Reconciliation statement, Advance practical problems on all aspects

### Unit-V

Accounting for non-profit organizations, Introduction to accounting standards, Need, Benefits and limitations, General awareness about all Accounting Standards

### Suggested Readings:

1. Leslie K. Breitner- Core Concepts of Accounting(Pearson, 10th Edition)
2. Mukherjee - Financial Accounting: A managerial perspective (PHI, 2<sup>nd</sup> Edition)
3. Chowdhary Anil- Fundamentals of Accounting and financial analysis(Pearson Edition)
4. Haneef, Mukherjee- Modern Accountancy (TMH)

## MBA I 104- Marketing Management (Part I)

### Unit I

Introduction, Definition, Core concept of marketing: Needs, Wants, Demands, Customer, Consumer, Markets and Marketers, Various concepts: Marketing, Selling, Production, Societal marketing

### Unit II

Market Segmentation and its bases, Marketing environment, Factors affecting marketing environment, Marketing information system, Marketing research, Strategic marketing planning Market targeting , Product positioning, Product differentiation

### Unit III

Marketing mix decisions, new product development, Product mix, Branding and packaging decisions, Product life cycle

### Unit IV

Pricing decisions, Pricing objectives, Policies methods of setting price, Pricing Strategies, Channels of distribution, Current trends in wholesaling-and-retailing, Retail distribution system in India, Promotion mix, Advertising, Sales promotion, Personal selling, Publicity and public relations, CRM, B2B, C2C, Direct selling, Internal marketing, Rural marketing

### Suggested Readings:

1. Kotler Philip - Marketing Management, Analysis, Planning, Implementations and Control (Pearson Education 12th Edition).
2. Stanton William J - Fundamentals of Marketing (Mc Craw Hill)
3. Kotler, Philip and Armstrong Gritty - Principles of Marketing (Pearson Education, I 1th Edition).
4. Kotler Philip, Keller Kevin Lane, Koshy Abraham and Jha Mithileshwar - Marketing Management: A South Asian Perspective (Pearson Education 12th Edition).
5. Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control (Macmillian, 3rd Edition),
6. Etzel M.J., Walker B.J. and Stanton William ..1 - Marketing concept & Cases special Indian Edition (Tata McGraw Hill, 13,th Edition).
7. Mc. Carthy and Perreault -Basic Marketing: A Global Marketing Approach (Tata. Mc Graw Hill, 15th Edtion).
8. Kurtz and Boone — Principles of Marketing (Thomson India edition, 2007

## MBA I 105 Indian Management, Values and Ethic

### Unit I

Conceptual framework, Individual dimension: Management of body (Tai Sam I-1-1(), Upalxvi-5, Mah Up lxxv-4, Vaj Sam xxxiv-55, TM Sam 1-8-15, Tai Sam v-7-9, Tai Sam vii-3-9, Tni Sam vi-1-1, Mah Upa lxxvi-2, Vaj Sam xxxvi-2), Management of mind (Dhyana and Dharna: Mah Upa ix-1, Mah Upa xi-1, Kat Upa i-3-10, Kat Upa i-3-10, Tai Sam ii-5-2, Tai Upa i-4), Vital air (Tai Sam i-5-7, Pea Up iii-5 to iii-7, Tai Sam v-1 -7, Tai Sam v-3-2, Brh Upa i-5-10, Mah Upa ixv-1), Four-fold pursuit (Dharma: Cha Upa ii-23-1, Tai Upa i-11, Brh Upa i-4-14, Brh Upa ii-5-11, Artha: Tai Upa iii-9, Kama: Mah Upa Ixi-1, Moksa), Three-fold qualities (Triguna: Ahara and triguna, Yajna and triguna, Tapa and triguna, Dana and triguna, Jhana and triguna, Kriya and triguna, Buddhi and triguna Sankalpa and triguna, Pratannata and triguna)

### Unit II

Cosmic dimension. Primordial elements and their management-(Prihvi.4-..iwilraca,---- .Iola-Water, Teja-Fire, Tai Up ii-1, 13th Upa ii-5-10, Vaj Sam xxxvi-10, V Sam 39-6, Mah Up xxix-1, Atv Sam xii-1-12, Tai Sani iv-7-15), Environment (Habitation, Afforestation and Non-pollution: Tai Sam vi-1-4, TM Sam v-2-8, Brh Upa v-5-1, Tai Sam vii-413)

### Unit III

Relationship dimension: Sanskara- Rittrls, Life-stages (Asrama: cha Upa iv-4-5, Tai Upa i-11, Ait Ara iii-1-6), Family (Tai Sam iv-5\*10, Tara Sam 1-8-5), Customs and traditional festivals, Karma (Bharwadgita -Chapter III)

### Unit IV

Spiritual dimension: Overview of atma (Tai Upa i-10, Kat Up 1-2-20, Man Ups vii), Food and soul (Mali Up. lxxix-15), Supreme soul and individual soul (Anna and Brahma: Muni Upa Man Upa vi, Consciousness, Mahavakya), Concept of sheaths (Annamaya kasa: Tai Upa iii-2, Pranamaya kosa: Tai Upa iii-3, Manomaya kosa: Tai Upa iii-4, Vijnanamaya kosa: Tai Upa iii-5, Anandmaya kosa: Tai Upa iii-6, Brh Upa iv-4-23, Brh Upa iv-4-24, Cha viii-7-1), Self-realization( Man Upa vii, Brh Upa ii-4-5, Brh Upa iv-4-20, Brh Upa iii-4-2, Kat Upa i-3-14 Isa Upa vii Mun Upa ii-2-7)

### Unit V

Good traits(At V Sam iii-8-5, Bhagwadgita xvii-3, Cha Upa ii-23-1, Cha Upa vii-194, Mah Upa lxxxix-4, Tai Sam i-3-8, Tai Sam i-3-14, Tai Sam i-6-8, Tai

Upa i-11, Vaj Sam i-23, Vaj Sam viii-38, Vaj Sam viii-40 , Vaj Sam xxxii-14), Personality and management (Triguna and traits), Wisdom (Cha Up vii-17, Tai Up 1-4), Peace, Excellence

**Suggested Readings:.**

1. Altareya Aranyaka
2. Atharva Veda ,Sinithita
3. Bhagwadgita
4. Brahaelarapyaka Upanisad
5. Chandogya Upanisad
6. Isavasva Upanisad
7. Katha Upanisad
8. Mahanarayana Upanisad
9. Mandukya Upanisad
10. Mundaka Upanisad
11. Prasna Upanisad
12. Rg Veda Samhita
13. Taittiriya Samhita
14. Taittiriya Upanisac
15. Vajasaneyi Madhyarndina Samhita

## MBA I 106 Tally I

### Unit I

- Introduction - Salient Features of Tally, Technological Advantages.
- Getting Functional with Tally - Tally Start up, Mouse I Keyboard Conventions, Switching between Screen Areas, Quitting Tally
- Setting up of Company in Tally- Create a Company. Select a Company, Alter a Company, Shut a Company
- Company Features - F1 :Accounting Features, F2: Inventory Features, F3: Statutory &Taxation, F4:Tally.NET Features,. F6: Add-On Features
- Configurations - General Configuration, Numeric Symbols, Accts/Inventory Info, Configuration, Voucher Entry Configuration, Invoice /Orders Entry Configuration, Payroll Configuration, Banking Configuration, Printing Configuration, E-Mailing Configuration, Data Configuration, 11)L Configuration, Advanced Configuration, Licensing Configuration
- Practical work out

### Unit2

- Chart of Accounts - Pre-de-fined Groups of Accounts.
- Groups - Creating Single Group, Creating Multiple Groups, Displaying Group, Altering Group.
- Ledgers - Creating Single Ledger, Creating Multiple Ledgers, Displaying Ledger. Altering Ledger.
- Practical work out

### Unit 3

- Stock Groups. - Creating Single Stock Group, Creating Multiple Stock Groups, Displaying Stock Groups, Altering Stock Groups
- Stock Categories - Creating Single stock Category, Creating Multiple Stock Categories, Displaying Stock Category, Altering Stock Category
- Units of Measure - Simple Units, Compound Units, Creating Simple Units, Creating Compound Units, Displaying Units of Measure, Deleting Units of Measure
- Godowns - Creating Single Godown, Creating Multiple Godowns, Displaying Godowns, Altering godowns
- Stock items - Creating Single Stock Item, Creating Multiple Stock Items, Displaying Stock items, Altering Stock items
- Practical work out

### Unit IV

- Voucher Types - Predefined Vouchers in Tally, Creating Voucher type, Displaying Voucher Type, Altering Voucher Types

- Accounting Vouchers - Contra Voucher (F4), Payment Voucher(F5), Receipt Voucher (176). Journal Voucher(F7), Purchase Voucher (F9). Sales Voucher (F8), Credit Note Voucher(Ctrl+F8), Debit Note Voucher (Ctrl+F9). Reversing Journal Voucher (F10), Memo Voucher (Ctrl+F10), Optional Vouchers, Post -Dated Vouchers
- Inventory Vouchers - Purchase Order, Sales Order, Rejections Out, Rejection In, Stock Journal, Delivery Note, Receipt Note, Physical Stock Voucher
- Practical work out

### Unit V

- Financial Statements - Balance sheet, Profit & Loss A/c, Trial Balance, cash flow statement, fund flow statement
- Accounting Books & Reports - Cash Book, Bank-13 Micrenase Register, sales Register, Journal Register, Debit Note Register, Credit Note Register, Day Book, Statistics
- Inventory Books & Reports - Stock Summary, Stock Item Summary, Stock Group Summary. Stock Transfer Register, Movement analysis. Physical Stock Register
- Exception Reports - Negative Stock , Negative Ledgers
- Practical work out



## **MBA I 107 Business Communication and Computer Skill**

### **Unit I**

Noun, Pronoun, Adverb, Adjectives, Tense (past, present, future), Framing sentences. Active and passive voice, Story writing, Story presentation

### **Unit II**

Communication : Definition, process, Barriers, Listening skill: Types ell listening; effective listening. Formal and grapevine communication

### **Unit III**

Writing a letter, Business letters: Types, Business letters related to tenders, quotations, enquiry, order, sales, and complaints, internal Communication: Letters to staff circulars, memos, notices, letters from top management: reminders and follow ups

### **Unit IV**

Mass communication: Advertisement (direct, prim, electronic television, interact, social networking. websites ), Publicity, press Releases, media mix, public relation

### **Unit V**

Speech and presentations, business meetings, Telephonic conversation; interviews

Note: Students are required to prepare their self -prepared presentations.

**MBA I 201 - Cost Accounting****Unit I**

Cost: Meaning, Concept and Classification. Elements of Cost. Nature & Importance. Material Costing, Methods of Valuation of Material Issue, Concept of Material Control and its techniques. Labour Costing, Methods of Wages Payment

**Unit II**

Overhead Costing (Including Calculation of Machine Hour Rate), Unit Costing, Preparation of Cost Sheet and Statement of Cost (Including Calculation of Tender Price)

**Unit III**

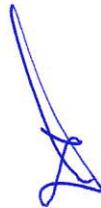
Contract and Job costing, Operating costing

**Unit IV**

Process Costing (Including Inter Process Profit and Reserve. Normal & Abnormal Loss, Abnormal Gain), Reconciliation of Cost and Financial Accounts

**Unit V**

Marginal Costing-Profit-Volume Ratio, Break-Even Point, Margin of Safety, Application of Break-Even Analysis.  
Cost Audit- Meaning, Importance And Techniques of Cost Audit. Cost Audit Programme



**MBA I 202 – Business Statistics**

Unit I

**Role of statistics**

Applications of inferential statistics in managerial decision-making; Measures of central tendency: Mean, Median and Mode and their implications

Unit II

Measures of Dispersion

Range, Mean deviation, Standard deviation , Coefficient of Variation ( C.V. ) , Skewness, Kurtosis.

Unit III

Time series analysis

Components of time series, Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making.

Unit IV

Correlation and regression

Correlation: Meaning, and types of correlation, Karl Pearson and Spearman rank correlation. Regression: Meaning , Regression equations and their application

Unit V

Estimation Theory and Hypothesis Testing

Sampling theory; Formulation of Hypotheses; Application of Ztest, t-test, F-test and Chi-Square test

Suggested Readings

1. Bed - Business Statistics (Tata Mc Graw Hill 2nd Edition).
2. Chandan J S - Statistics for Business and Economics (Vikas 1998.1st Edition).
3. Render and Stair Jr - Quantitative Analysis for Management (Prentice-Hall, 7th edition)
4. Sharma J K - Business Statistics (Pearson Education 2nd Edition).Gupta C B, Gupta V - An Introduction to Statistical Methods (Vikas1995, 23rd Edition)



## MBA I 203 BUSINESS LAWS

### Unit I

Contract Act, 1872

Definition of a Contract and its essentials, Formation of a valid Contract - Offer and Acceptance, Consideration, Capacity to Contract, Free consent, Legality of object, Discharge of a Contract by performance, Breach, Damages for breach of a contract, Quasi contracts, Contract of Indemnity and Guarantee, Bailment and Pledge, Agency.

### Unit II

Partnership Act, 1932

Definition of Partnership and its essentials, Rights and Duties of Partners : Types of Partners, Minor as a partner, Doctrine of Implied Authority, Registration of Firms, Dissolution of firms. Sale of Good Act, 1930

### UNIT III

Negotiable Instrument Act, 1881

Definition and characteristics, Kinds of negotiable instruments, Promissory Note, Bill of Exchange and Cheques, Holder and Holder in due course, Negotiation, Presentment, Discharge from Liability, Noting and Protest, Presumption, Crossing of Cheques, Bouncing of Cheques.

Companies Act, 1956

Nature and Definition of a Company, Registration and Incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Their powers and duties, Meetings, Winding up.

### Unit IV

Consumer Protection Act, 1956

Aims and Objects of the Act, Redressal Machinery under the act, Procedure for complaints under the act, Remedies, Appeals, Enforcement of orders and Penalties.

### Unit V

The Information Technology Act, 2000

### Suggested Readings

1. Gulshan J.J. - Business Law Including Company Law (New Age International Publisher, 13th Edition)
2. Kuchhal M.C. - Business Law (Vikas Publication, 4th Edition)
3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition).
4. Relevant Acts

## MBA I 204 - ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

### Unit I

Evolution and concept of entrepreneurship, Concept of entrepreneur, Characteristics of successful entrepreneurs Need of entrepreneurship development, Entrepreneurship, Innovation, Invention, Creativity, Business idea, Opportunities through change, Entrepreneurship as a career

### Unit II

Theories of Entrepreneurship:- Innovation Theory by Schumpeter & Imitating, Theory of High Achievement by McClelland

### Unit III

Entrepreneurial traits, External influences on entrepreneurship development: Socio-cultural, Political, Economic, Personal, Entrepreneurial success and failure: Reasons and remedies, Scope of small business activities; Place in national economy; Institutional support programmes; Role and functions of major support, institutions such as SIB, CSIO, SSDO, SISIs, etc  
Women Entrepreneurs: Challenges to woman entrepreneurs, Achievements of woman entrepreneurs, Role models of woman entrepreneurs.

### Unit IV

Evaluation of entrepreneurship development; Development of support system, Need of license, Capital issues and legal environment of business, Creating entrepreneurial venture -Entrepreneurship development cycle. The business plan as an entrepreneurial tool. Elements of Business Plan, Objectives, Market analysis, Development of product / idea, Marketing, Finance, Organization & Management, Ownership, Critical risk contingencies of the proposal, Scheduling and milestones, Project management-Technical, Financial, Marketing personnel and management feasibility reports, Financial schemes offered by various financial institutions like -Commercial Banks, IDBI, ICICI SIDBI, SFCs, Venture capital funding, Angel capitalist

### Unit V

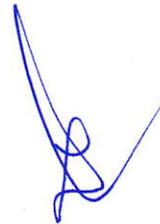
Role of Central Government and State Government in promoting entrepreneurship with various incentives, subsidies, grants etc. - with special reference to 'Export oriented unites'

Role of the following agencies in the entrepreneurship development

1. DIC - District Industrial Center, 2. SISI Small Industries Services Institute, 3. EDI! -Entrepreneurship Development Institute of India, 4. NIESBUD - National Institute of Entrepreneurship and Small Business Development 5. NEDB National Entrepreneurship Development Board

Suggested Readings

- 1 Dynamics of Entrepreneurship Development - Vasant Desai.,
- 2 Entrepreneurship: New Venture Creation - David H. Holt,
- 3 Entrepreneurship Development New Venture Creation - Satish Taneja, S.L.Gupta,
- 4 Project management - K. Nagarajan,
- 5 Entrepreneurship: Strategies and Resources - Marc J. Dollinger,



## MBA I 205 Indian Management, Values and Ethics

### Unit I

Conceptual framework, Individual dimension: Management of body (Tai Sam i-1-10, Mah Upa lxvi-5, Mah Upa lxv-4, Vaj Sam xxxiv-55, Tai Sam 1-8-15, Tai Sam v-7-9, Tai Sam vii-3-9, Tai Sam vi-1-1, Mah Upa lxvi-2, Vaj Sam xxxvi-2), Management of mind (Dhyan and Dharn: a: MahUpa ix-1, Mah Upa xi-1, Kat Upa i-3-10, Kat Upa 1-3-10, Tai Sam ii-5-2, Tai Upa 1-4), Vital air (Tai Sam 1-5-7, PraUpa iii-5 to Tai Sam v-1-7, Tai Sam v-3-2, Brh Upa i-5-10, Mah Upa ixv-1), Four-fold pursuit (Dharma Cha Upa ii-23-1, Tai Upa i-11, Brh Upa i-4-14, BrhUpa ii-5-11, Artha: Tai Upa iii-9, Kama: MahUpa lxi-1, MoksE a), Three-fold qualities(Trigun. !a: I.:hara and trigun-.a, Yajila and triguna, Tapa and trigun7a, Dana and trigun" a, Jfiana and trigun a, Kriya and trigurifia, Buddhi and trigun':a, Sa kalpa and trigun! !a, Prasannata and trigun a)

### Unit II

Cosmic dimension: Primordial elements and their management (PrEithvi-Earth, kasa-Space, Jala-Water, Teja-Fire, Vayu-Air: Tai Upa ii-1, BrhUpa ii-5-10, Vaj Sam xxx vi-I 0, R g V Sam viii- 39-6, MahUpa xxix-1, Atv Sam xii-1-142, Tai Sam iv-7-15). Environment (Habitation, Afforestation and Non-pollution: Tai Sam vi-1-4, Tai Sam v-2-8, BrhUpa v-5-1, Tai Sam vii-4- 13 )

### Unit III

Relationship dimension: Sanskara- Rituals, Life-stages (1Arama: Cha Upa iv-4-5, Tai Upa I 1, AitAra iii-1-6 ), Family (Tai Sam iv-5-10, Tam Sam i-8-5), Customs and traditional festivals, Karma (Bhagwadgita-Chapter III)

### Unit IV

Spiritual dimension: Overview of atma (Tai Upa i-10, Kat Upa 1-2-20, Man Upa vii), Food and soul (MahUpa lxxix-15), Supreme soul and individual soul (El tma and Brahma: MundUpa Man Upa vi, Consciousness, Mahavakya), Concept of sheaths (AnnamayakoSa: Tai Upa Praramayakoa: Tai Upa Manomayaknga: Tai Upa VijfianamayakcAa: Tai Upa iii-5 7nandrnayakoa: Tai Upa BrhUpa iv-4-23, BrhUpa iv-4-24, Cha Self- realization( Man Upa vii, BrhUpa ii-4-5, BrhUpa iv-4-20, BrhUpa iii-4-2, Kat Upa i-3-14, Isa Upa vii, MunUpa ii-2-7)

### Unit V

Good traits(At V SamBhagwadgita xvii-3, Cha Upa ii-23-1, Cha Upa vii-19-1, MahUpa



lxxxix-4, Tai Sam i-3-8, Tai Sam i-3-14,, Tai Sam i-6-8, Tai Upa i-1 1. Vaj Sam i-23, Vaj Sam viii-38, Vaj Sam viii-40, . Vaj Sam xxxii-14), Personality and management (Trigunia andtraits), Wisdom (Cha Upa vii-! 7, Tai Upa i-4), Peace, Excellence

Suggested Readings:

1. Aitareyalranvaka
2. Atharva Veda Sa hita
3. Bhagwadgita
4. BLahadaran-±Fyaka(ipanisliad
5. Chandogyalipanis-.ad
6. IsavasyaLipanis ad
7. Katha Upanis,\_ad
8. Mahanaravani-TaUpanis .ad
9. ManildrifikyaUpanis'\_ ad
10. Mun7Idakatipani.c.- ad
11. PraşnaUpanis ad
12. ROg Veda Sa hite7t
13. TaittiriyaSal hita
14. TaittiriyatipalliS ad
15. VajasaneyiMadhya dinaSa hita

Note: After rote memorization in first semester, meaning, explanation and interpretation of each Sloka should be taught. Question paper(s) will be set by University and the student will have to write examination in presence of external examiner followed by viva voce.

MBA I 206 Tally II

Unit I: Technological Advantages of Tally

- Tally Vault - Using Tally Vault Feature
- Security Controls - Activate Security Control, Create Security levels, Users and Passwords, Altering and Displaying a User/Type of Security, Loading Company with a User name
- Tally. Audit - Using Tally Audit Feature
- Backup and Restore - Backup , Auto Backup, Restore
- Split Company Data
- Export and Import of Data - Export of Data, Exporting of Data Ihr Re-Import into another company, Import of Data, Export to Excel
- ODBC Connectivity
- Web Enabled, Print Preview and Online Help - Web Enabled, Internet Publishing, Upload, Mass Mailing, Print Preview, Local / Online Help.
- Printing Reports - Display &Print, Multi — Account Printing, Type of Print Configuration, Print Format
- Practical work out

Unit II: Advanced Accounting in Tally

- Bill —wise Details - Activating Bill-wise Details, New Reference, View Outstanding Statement. Against Reference, View Outstanding statement, View Ledger Outstanding Report, View Age-wise Outstanding Statement, Payment Performance of Debtors, Advance, On Account, Bill-wise Details for Non-trading Accounts, Practice Exercises
- Cost Centers and Cost Categories - Activating Cost Category and Cost Centre, Creating Cost Categories, Creating Cost Centers, Applying Cost Centers to Ledger accounts, View Cost Centre Reports
- Voucher Classes - Creating a Voucher Class, Invoice Entry using Voucher Class, Payment Entry using Voucher Class, Stock Journal using Voucher Class
- Multiple Currencies - Creating Foreign Currencies, Altering Currencies, Deleting Currencies, Voucher Entry using Foreign Currency, Displaying Forex Gain/Loss, Adjusting Forex Gain/Loss, Practice Exercises
- Interest Calculations - Interest Calculation in Simple Mode, Calculatintz Interest in
- Advanced Mode, Practice Exercises
- Budget &Controls - Activating Budgets, Creating a Budget, Displaying Budgets and Variances, Altering a Budget, Deleting a Budget, Practice Exercises



- Scenario Management - Reversing Journals, Memorandum Vouchers, Optional
- Vouchers, Activating Scenarios, Creating a Scenario, Altering a Scenario. Deleting a Scenario
- Banking - Multiple Instrument Support & Tracking, Cheque Printing, Cheque Printing, Bank Reconciliation Statement, Deposit Slip. Payment Advice
- Practical work out

#### Unit III Advanced Inventory in Tally

- Order Processing - Purchase Order Processing, Altering a Purchase Order. Sales Order processing, altering a Sales Order. Display Order Position,. Display Columnar Orders Stock Details, Adjusting Orders
- Reorder Levels - Defining Recorder Levels. Display Recorder Status. Practice Exercises
- Tracking Numbers - Using Tracking Numbers, Display Purchase Bills Pending
- Batch —wise Details - Activating Batch-wise Details, Using Batch-wise Details in Purchase Invoice, Using Batch-wise Details in Sales Invoice
- Additional Cost Details - Activating Additional Cost Details, Creating Purchase Voucher with Additional Cost Details, Creating Purchase Invoice with Additional Cost Details, Appropriate Additional Costs, Additional Costs incurred after Purchase, Practice Exercises
- Bill of Materials (BOM) - Creating Bill of Materials, Creating a Manufacturing Journal, Using Bill of Materials, Practice Exercises
- Price Levels and Price Lists - Activating Price Lists and Defining Price. Levels, Using Price Lists
- Stock Valuation - Stock Valuation Methods, Display Stock Summary
- Zero Valued Entries - Creating Zero Valued Entries
- Inventory Ageing Analysis -View Inventory Ageing Report
- Different Actual and Billed Quantities - Using Different Actual and Billed Quantities
- Practical work out

#### Unit IV: Job Costing

- Configuring Job Costing in Tally - Company Setup, Enabling Job Costing in Tally



- Creating Masters for Job Costing - Creating Jobs as Job Cost Centers, Creating Ledgers, Creating Godowns dedicated to jobs, Creating Units of Measure, Creating Stock Items. Creating Voucher Type with Voucher Class
- Recording Transactions -Creating Receipt Note, Creating Purchase Invoice, Creating Transfer Journal, Creating Consumption Journal, Creating Payment Voucher, Creating Sales Invoice. Creating Stock Journal of Return of Materials
- Job Costing Reports - Job Work Analysis Report, Material Consumption Summary, Godown Summary, Comparative Job Work Analysis
- Practical work out

Unit V : Job Order Processing

- Features of Job Order Processing in Tally
- Configuring Job Order Processing Tally - Company Setup, Enabling Job Order Processing, Voucher Type Setup
- Job Order Processing - Job Work Out Order, Job Work In Order
- Job Order Reports - Job Work Out Reports, Job Work in Reports
- Practical work out



## **MBA I 207 Project Management**

### **Unit I Basic Concept**

Concept of a project, Categories of project, Project development cycle.

Concept of project management, Tools and techniques of project management

### **Unit II Project Formulation**

Project identification, Project formulation and preparation : Market and demand estimation, market survey, Demand forecasting technical factors-Material inputs, Technology, Production, Plant capacity, Location and site, Civil works, charts, Layouts, Work schedule, Cost of project, Means of financing, Estimates of cost, Financial projections.

### **Unit III Process of Project Appraisal**

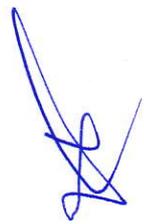
Technical ,Economic, Financial, Legal and Social appraisal of the Industrial Projects, Problems arising due to rate of discount, Wage rate, Exchange rates, Treatment of taxes, Social cost-benefits, Treatment of risk and uncertainty, Sensitivity analysis and probability approach single as well as multiple projects.

### **Unit IV Implementation**

Project scheduling, Network techniques Or resource and cost budgeting and scheduling, Project management teams and coordination.

### **Unit V Monitoring and Control of Projects**

Monitoring and post implementation, Evaluation of the project, Project financing.



**MBA I 208 - Skill Development I**

Institutions will have to either coordinate with MSME or any supporting institution for training the students for a particular entrepreneurial sector. This will enable the student to develop oneself in desired field of one's interest and will give practical exposure related to specific sector.



MBA I 301 Company Law

Unit I

Development of Company Law, Objectives of Company Law. Kinds of Companies. Advantages, Management and Administration of Company

Unit II

Meaning of Formation of Company, Stages in the Formation of Company — Promotion of Company, Registration and Incorporation of Company, Certificate of Incorporation and commencement of Business. Promoters - Company Promoters, Legal Position of Promoters, Function of Promoters, Remuneration of Promoters, Duties and Obligations of Promoters and Liabilities of Promoters.

Unit III

Forms of Memorandum of Association. Clauses of Memorandum of Association. Article of Association, Alteration of Memorandum of Association.

Unit IV

Definition of Prospectus, Legal Rules Relating to the Issue of Prospectus. Share and Share Capital, Borrowing Powers

Prevention of Oppression and Mismanagement. Provision Regarding Winding Up of Company.



MBA I 302 Organizational Behaviour

Unit I

The emergence of organizational behavior, Nature. Foundations and Determinants of organizational behavior, Model of organizational behaviour, Challenges and Opportunities for Organizational behavior. Modern perspective on organizational Behaviour.

Unit II

Individual behavior, Perceptions. perceptual organization and perceptual process. Components , Theoretical process and Principles of learning Nature, Dimensions, Types, Factors and Measurement of attitude.

Unit III

Dynamics of formal and informal work groups, Theories of group, Comparative study of formal and informal organization and functions of group Leadership and its theories. Leadership styles, Likert's management systems and choice of a leadership style.

Unit IV

Emerging perspective of motivation. Types of motives, Motivation approaches. Dynamics of conflicts and negotiation Organizational change. Resistance to change. Change agent, Process of Organizational development. Intervention techniques.



MBA I 303 Higher Accounting

Unit I

Concept of Partnership, Partnership Deed, Preparation of capital Account: Past Adjustment, Goodwill, Changes in Profit. Sharing Ratio Admission of Partner, Retirement of Partner, Death of Partner

Unit II

Amalgamation of Partnership Firms. Dissolution of Partnership Firms. Sale of Firm

Unit III

Accounts of Hire Purchase and Installment System, Investment Accounting. Accounting for Insurance Companies and Accounting for Banks. Accounting Policies for Banking Sector

Unit IV

Double Account System, (Including Accounts of Electricity Companies). Hotel Company's Accounts



## MBA I 304 Research Methodology

### UNIT I

Concept of Research & its Application in Various Functions of Management, Types of Research, Types of Business Problem Encountered by the Researcher. Problem & Precaution of Researchers

Steps Involved in Research Process. Research Design: Various Method of Research Design

### Unit II

Concept of Sample. Sample Size and Sampling Procedure, Various Types of Sampling Technique, Determination and Selection of Sample Member

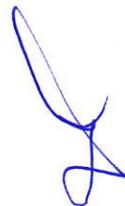
Primary and Secondary, Various Method of Collection and Data. Preparation of Questionnaire and Schedule, Types of Questions. Sequencing of Questions, Check Questions, Length of Questionnaire. Precaution in Preparation Questionnaire and Collection of Data

### Unit III

Coding, Editing. Tabulation of Data, Various Kinds of Charts and Diagram Used in Data Analysis: Bar, Pie Diagram and their Significance, Use of SPSS in Data Analysis, Application and Analysis of Variance (Anova), Measurement and Central Tendency. Measure of Dispersion and their Advantages

### Unit IV

Types and Layout of Research Report, Precaution in Preparing Research Report, Bibliography and Annexure in Research Report: Significance, Drawing, Conclusion, Suggestion and Recommendation to Concerned Persons.



## MBA I 308 Bhartiya Sanskritike Tatra

## अध्याय -1

भारतीय संस्कृति स्वरूप एवं विशेषाये  
संस्कृति, सभ्यता, भारतीय संस्कृति की विशेषताए  
पुरुषार्थ

धर्म, अर्थ, काम, मोक्ष

भारतीय प्राचीन शिक्षा प्रणाली

वैदिककाल, रामायण एवं महाभारत काल, बौद्धकाल – मौर्य एवं गुप्तकाल प्राचीनकाल के कतिपय प्रमुख विश्वविद्यालय तक्षशीला, नालन्द, विक्रमशिला, वाराणसी- वलभी उड्यन्तपुर, काशमीर, प्राचीन भारत में स्त्री- शिक्षा, शुद्रशिक्षा

## अध्याय -2

संस्कार

संस्कार, रामाधान, पुंसदन, सीमान्तोन्नयन- जातकर्म, नामकरण- निष्क्रमण अन्न प्राशन चूडाकरण कर्णवेध उपनयन वेदारम्भ- समावर्तन विवाह, विवाह के प्रभेद (वर्ण की दृष्टि से) अनुलोम, प्रतिलोम, विवाह के 8 प्रकार (विधि अथवा निर्णय की दृष्टि से) विवाह का प्रभेद (चयन की दृष्टि से स्वयंवर) विवाह का प्रभेद (नियोग) वानप्रस्थ- संन्यास अन्त्येष्टि

## अध्याय - 3

सामाजिक जीवन

भोजन, गृह वस्त्र, आभूषण, प्रसाधन मनाविनोद के साधन-प्राचीन भारत में स्त्रियों की स्थिति की स्थिति

## अध्याय - 4

राजनैतिक जीवन

गृह-ग्राम, विश-जन राष्ट्र समिति, सभा, सजा प्राचीन भारत की शासन प्रणालियों, राज्य के अंग, मन्त्रि-मंडल, शासनव्यवस्था राजतन्त्र-प्रजातन्त्र या गणतन्त्र, गणराज्य, न्याय तथा दण्ड व्यवस्था: प्राचीन भारत की सैन्यव्यवस्था

## अध्याय - 5

भारतीय संस्कृति में ब्राम्ह तत्वों का परिपाक तथा उसका विदेशो में प्रचार

भारतीय संस्कृति का अन्य विदेशी संस्कृतियों से संबंध भारतीय संस्कृति पर विदेशों में प्रचार तथा प्रसार, भारतीय संस्कृति का विदेशो में प्रचार तथा प्रसार

क्रीडा तथा मनोरंजन

क्रीडाये उत्सव काव्य- विनोद ललित कलाये

## MBA I 401 Industrial Marketing

### UNIT I

#### Nature of Industrial Marketing

Concept of Industrial marketing, Nature of industrial marketing. Industrial v/s Consumer marketing Industrial marketing environment. Levels of industrial marketing environment. Government influence on industrial marketing environment. The Reseller's market.

### Unit II

#### Organizational Buying Behavior

Industrial customer and its characteristics, Classification of industrial product Organizational buying activities and buying process, Industrial market segmentation. Basis for segmentation Macro and Micro variables, Largest marketing and product positioning.

### Unit III

#### Strategic Planning and Marketing Research

Strategic planning in industrial marketing. The strategic planning processor of industrial marketing. Role of marketing research and Difference between industrial marketing research and consumer research. Process of industrial marketing research.

### Unit IV

#### Product and Price Management

Industrial product management, Industrial product life cycle and New product development process. Pricing strategy and Pricing policy, Factors influencing pricing strategy.

### Unit V

#### Promotion and Distribution Management

Advertising in industrial market, Industrial advertising media. Sales, promotion and publicity in industrial market. Industrial sales force selecting, permuting, training, development, motivating and directing. Need of distributor and choosing the right distributor, Physical distribution and marketing strategy.



## MBA I 402 Rural and Agricultural Marketing

### UNIT I

#### Rural Marketing

Image of Indian rural marketing and Approach to rural markets of India. Rural consumer and demand dimensions and Market segmentations. Channels of distribution and physical distribution, Product management Marketing communication and sales force tasks.

### Unit II

#### Agriculture Marketing

Concept Nature, Scope and Subject matter, Classification of agricultural products and their difference with manufactured goods. Agriculture market Meaning Components Dimensions and Classification Market structure Dynamics of market structure. Components of market structure and Market forces

### Unit III

#### Marketing Management and Channel Strategy

Modern marketing management and agricultural products. Structured organized markets commodity exchange and produce exchange. Cash market, Forward dealing. Exchange marketing Speculative market. Channels of distribution for consumer goods. Agricultural consumer goods and Agricultural raw materials.

### Unit IV

#### Regulated Market in India

Regulated market, Genesis of regulated market in India, Limitations in present marketing regulations. Advantages and Limitations of regulated market. Organization of regulated market. Future of regulated markets and Regulated markets in India.

### Unit V

#### Marketing of Farm Products

Packaging Packing and Packaging, Packing material,

Transportation – Advantages, Means of transport and transportation cost, Grading and Standardization Meaning, Type, Criteria, Labeling and Specification Storage Warehousing Processing and Selling.

**MBA I 403 Income Tax Laws and Practices**

UNIT I

Basic concepts of Income, Agriculture income, Assessee Previous year Assessment year, Residence and Tax liability, Exempted incomes, Income from salaries.

Unit II

Income from house property Profits and pains of business on profession

Unit III

Capital gains, Income from other sources. Set off and carry forward of losses  
Clubbing of Income

Unit IV

Deduction from gross total income available to all types of assessee, Rebates and relief from tax liability Assessment Indus duals.

Unit V

Computation of tax liability of individuals, Procedure of assessment Income-tax authorities.



## **MBA I 404 Services Marketing**

### UNIT I

#### Foundation of Services Marketing

Concept of service: Salient features of marketing services, Concept and significance of services marketing. Marketing information system, Emerging key services.

### Unit II

#### Bank Marketing

Concept of Bank Marketing Justifications for marketing the banking services. Factors influencing the behavioral profile of users, Marketing information system for banks. Significance of MIS to the banking organizations, Market segmentation and Marketing mix for banking services. Bank marketing in the Indian perspective.

### Unit III

#### Insurance Marketing

Concept of insurance marketing. Users of insurance services. Market segmentation in the insurance organizations. Marketing information system for insurance organizations Insurance product Insurance marketing in the India Environment.

### Unit IV

#### Consultancy Marketing

Concept and Users of consultancy marketing. Market segmentation for consultancy organizations, Marketing information system for the consultancy organizations. Marketing mix for the consultancy organizations. Study of India consultancy organizations.

### Unit V

#### Personal Care Marketing

Concept and Users of personal care marketing. Marketing segmentation and Market mix for personal care organizations. Personal care marketing in the Indian perspective

36

**MBA I 405 Chanakyaneeeti**

Faculty members of concerned course are required to teach first four chapters of Chanakyaneeeti



37

### **MBA I 406 Industrial Tour (Report)**

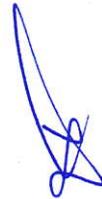
Students are required to prepare a report of the visit. Institution will have to conduct the visit to business firm(s) enterprises manufacturing units etc.



38

## **MBA I 407 Event Management**

Students will have to organize an event (Like Trade Fair, Sales Carnival, Exhibition etc in campus with the help of institution) and will have to attach photographs and CD of video of the event with the project report.



**MBA I 501 Managerial Economics**

- Unit I : **Nature and Scope of Managerial Economics:**  
Nature, Scope and Significance of managerial economics. Five Fundamental concepts. Role and Responsibility of Managerial Economists.
- Unit II : **Analysis of Individual Demand :**  
Meaning of demand. Measurement of utility. Consumer's equilibrium , The law of demand. Law of diminishing marginal utility, Indifference curve.
- Unit III : **Theory of Production :**  
Basic concepts of production. Laws of production, Laws of returns to scale, Laws of returns to scale through production function. Optional input combination.
- Unit IV : **Market Demand and Demand Elasticity:**  
Meaning of market demand. Types of demand, Determinants of market demand. Demand function. Elasticity of demand.
- Unit V : **Demand Forecasting:**  
Meaning of demand forecasting, Techniques of forecasting demand Survey and Statistical methods.



**MBA I 502 Human Resource Management**

**Unit I : Introduction**

Concept, Importance, Nature and Scope of human resource management, Objectives of HRM. Functions of HRM. Activities of H.R.M. Managerial skills and Roles, Organisation and Responsibilities.

**Unit II : Evolution and Environment:**

-Evolution of human resource management, Theories of **HRM**. Influence of scientific management on HRM, Influence of labour movement on **HRM** and Influence of Government regulations on HRM.

**Unit III : Recruitment and Selection:**

Recruitment policy, Sources of recruitment. Methods of recruitment and Effectiveness recruitment programme.

Selection — Policy and Process. Selection tests and Interview.

**Unit IV : Promotion and Transfer:**

Concept of promotion. Promotion policy, Promotion plans, Promotion programmes and Problems in promotion.

Transfer- Meaning, Objectives. Types, Policy and Programmes

**Unit V : Concept of placement. Factors of demotion. Demotion policy, Types of separation and Career planning.**



**MBA I 503 Business Taxation**

Unit I - Assessment of Firms:

Computation of income of the firm, Computation of tax, Association of persons or Body of individuals

Unit II - Assessment of HUF:

Concept of Hindu coparcenaries, Difference between a Hindu undivided family and a firm, Assessment of HUF, Partition of the Hindu undivided family. Incomes which are not treated as family income.

Unit III - Assessment of Companies:

Types of companies, Amalgamation of companies and its tax implications. Minimum Alternative Tax (MAT) on certain companies. Computation of total income and Tax liabilities.

Unit IV - Tax Payment:

Return of income and assessment, Penalties and Prosecutions, Appeals and Revisions. Tax deduction and collection at source. Advance payment of tax and Refund of tax.

Unit V - Special Tax Provisions:

Tax provisions relating to free trade zones. Infrastructure sector and backward areas. Tax incentives for exporters and Tax planning



## MBA I 504 Consumer Behaviour

### Unit I - Introduction :

**Meaning** and Significance of consumer behaviour, Determinants of consumer behaviour. Consumer behaviour Vs. buyers behaviour. Consumer buying process and Consumer movements in India.

### Unit II - Organisational Bovine Behaviour and Consumer Research :

Characteristics and Process of organizational buying behaviour. Determinants of organizational buying behaviour. History of consumer research and Consumer research process.

### Unit III - Consumer Needs and Motivations:

Meaning of motivation, Needs and . Goals. Dynamic nature of consumer motivation, Types and systems of consumer needs, measurement of motives and Development of motivational **research**.

### Unit IV - Personality and Consumer Behaviour:

Concept of personality. Theories of personality, Personality and understanding consumer diversity, Self and self- images.

### Unit V - Social Class and Consumer Behaviour:

Meaning of social class. Nfeasurement of social class, Lifestyle profiles of the social class. Social-class mobility, Affluent and Non-affluent consumer. **Seleced consumer** behaviour applications of social class.



43

**MBA I 505 Neetishataka**

Faculty members of concerned course are required to teach contents of Neetishataka  
(First 20 Shlokas)



## MBA I 506 Industrial Laws

### Unit I - Working Conditions :

Major Provisions of Factories Act with Licensing, Registration, Health and Safety.

### Unit II - Working Conditions (Contd.):

The Factories Act, 1948, Major Provisions of Factories Act with Labour Welfare, Wages, Penalties and Procedure.

### Unit III - Industrial Relations:

The Industrial Dispute Act, 1947-Concept of industrial disputes. Settlement of industrial disputes, Procedure, Power and Duties of authorities, Strikes and Lockouts, Retrenchment and log-off.

### Unit IV - Industrial Relations (Contd.) :

The trade Union Act, 1926 -Definition of a trade union, Registration of trade unions, Regulation, Penalties, and Other provision.

### Unit V - Wages Administration:

The Payment of Wages Act, 1936

The Minimum Wages Act, 1948

Students are required to prepare presentation on the related topic(s) as assigned by concerned course instructor, Students are required to give open presentation. Marks of Internals are to be given on the basis of open presentation and class performance of student. External examination will be based on presentation and viva voce.

**MBA I 507 Project Planning (Dissertation)**

Students are required to make a project on any business of their choice. As far as feasibility is concerned, the project should elaborate the formulation, appraisal and sanction stages, involving the identification of investment options by the enterprise.

The guidelines are summarized as under:

1. General information: Priority of particular trade/ business, allocation of investment of funds, choice of techniques etc.
2. Preliminary analysis of alternatives: Gap between demand and supply for the output which are to be produced, data on the capacity to be produced at the time report is prepared, letters of intents/ licenses to be issued/ have been issued, technical feasibility. location of project, profitability of different options, foreign exchange transactions (if required\_ rate of return on investment (to be calculated). alternative cost calculation.
3. Project description: The report should contain a list of the operational requirements of plant. Requirement of resources like power and water, requirement of personnel. Transport costs. and activity wise phasing of construction/production/etc. and factors affecting it.
4. Marketing, plan: Data on plan, demand and supply, selected markets, price sensitivity. past trends in prices etc.
5. Capital requirement and costs: Information on all items of costs should be carefully collected and presented.
6. Operating requirements and costs: Costs related to raw materials and intermediaries, fuel, utilities, labour. Repair and maintenance, selling and other expenses.
7. Financial analysis: It relates to financial viability of the project. A proforma balance sheet for the project data should be presented, depreciation. provision for clearance of foreign exchange requirement, feasibility report related to income tax. rebates for priority industries. incentives for backward areas, accelerated depreciation etc. including sensitivity analysis.
8. Economic analysis: Data related to costs and returns including indirect costs and benefits.
9. Miscellaneous aspects

An Illustrative mplementation schedule related to following heads should be attached-

- a. Formulation of project report
- b. Application for term loan
- c. Term loan sanction
- d. Possession of land
- e. Construction of building / hiring of premises
- f. Getting power and water
- g. Placing orders for machinery
- h. Receipt and installation of machinery
- i. Manpower recruitment
- j. Trail production/ marketing/ services
- k. Commencement of production/ marketing/ services



## MBA I 601 Business Policy

### Unit I Business Policy - An Introduction:

Nature, Importance, Purpose and Objectives of business policy, Various terms in business policy, Levels of strategy.

### Unit II An Overview of Strategic Management:

Nature of strategic decision making, Patterns of strategic behavior, Process of strategic management.

### Unit III Strategy Formulation:

Environmental Appraisal - Components, Environmental scanning, Environmental appraisal.

Organizational Appraisal - Organization capability factors. Organisation appraisal. Strategic Alternatives, Strategic Choice and SWOT Analysis.

### Unit IV Strategy Implementation:

Project and procedural implementation.

Structural Implementation - Structural considerations, structures. Organization design and change.

Functional Implementation - Financial I Marketing ; Operations / Personnel plans and Policy.

Behavioral Implementation - Leadership. Corporate culture. Personal values and Business ethics.

### Unit V Strategy Evaluation:

Strategic Control - Basic types of control. Operational Control - Process of evaluation. Techniques of evaluation and control. Role of Organization system

## MBA I 602 Operations Research

### Unit I Introduction:

Nature, Scope and Role of operations research, Models in operations research. Phases of operations research. Techniques of operations research, Application of operations research techniques, Significance and Limitations of operations research.

### Unit II Linear Programming:

Meaning of linear programming, Advantages and Limitations of linear programming.. Application areas of linear programming. Formulation of linear programming problems. Graphical method of linear programming

### Unit III Transportations Problems:

Introduction, Balanced or Unbalanced transportation problems. Applications and Transport problems, North-west corner method, Least cost method and Vogel's approximation Method, Test of optimality by stepping stone method and Modified method.

### Unit IV Decision Theory:

Introduction and Structure of decision making problems, Types of decision making criteria, Decision making under certainty. Decision making under risk. Expected monetary value, Expected opportunity loss, Decision making under uncertainty, Maximin Maximax , Minimax; retreat criterion.

### Unit V Statistical Quality Control

Meaning of quality control. Statistical quality control. Basis of statistical quality control. Chance causes and assignable causes. Objectives of statistical quality control. Benefits of statistical quality control. Control chart for variable ineq,n chart. R- chart, Control chart for attributes : c-chart, np - chart and p - chart



**MBA I 603 Management of Financial Institutions**

**Unit I Working of Financial institutions:**

Financial assistance of institutions, Financing policies and Norms of institutions promotional activities.

**Unit II Major Financial Institutions:**

IFCI - Industrial Finance Corporation of India

IDBI - Industrial Development Bank of India

ICICI - Industrial Credit and Investment Corporation of India

UTI - Unit Trust of India

**Unit III Banking Institutions:**

Reserve Bank of India: Introduction. Organization, Management.  
Role and Its functions.

Commercial Banks : Concepts. Source of funds, Investment of funds.

Co-operative Banks : Features, Types, Structure and Growth.

**Unit IV Non-Banking Financial Intermediaries:**

HUDC : Housing and Urban Development Corporation.

SHFSs : State Housing Finance Societies.

HDFC : Housing Development Financing Corporation.

Investment Companies and Merchant Bank

**Unit V Insurance Companies:**

Nature of insurance company. Life insurance corporation.

LIC : Organization. Types and Structure of insurance plans. Investment pattern and policy.

GIC : General insurance corporation : Organization, Types and Structure of business.

## MBA I 604 Social Security and Welfare

### Unit I Social Security:

Definition. Components. Evolution and International standard of social security. Social security in India. Drawbacks of our social security schemes and Major recommendations of the second NCL on social security.

### Unit II Wages and Salaries:

Basic concepts. Theory of wages, Process of wages payment. Wage (pay) structure, Wage fixation. Wages incentives plans and National wage policy

### Unit III Labour Welfare

Concept, Classification and Significance of labour welfare, Principles of labour welfare, Evaluation and growth of labour welfare measures in India. Labour welfare schemes and constitutional provisions regarding labour welfare.

### Unit IV Collective Bargaining:

Concept. Evaluation. Nature. Scope and Types of collective bargaining. Process of collective bargaining, PoVies of collective bargaining, Benefits ref collective bargaining. Conditions essential for successful collective bargaining. Laws of collecti'e bargaining and Collective bargaining regarding public and private sectors.

### Unit V Workers Participation:

Meaning OriginGrowth and Objectives of worker participation. Factors influencing participation. Schemes of workers participation and Worker participation in management in India with special reference to Indian industries.

**MBA I 605 Chanakya Arthashastra**

Faculty members of concerned course are required to teach contents of Chanakya Arthashastra



## MBA I 606 Advertising Management

### Unit I Introduction:

Concept, Scope, Objectives and Functions of advertising. Role of advertising in marketing mix and the advertising process. Legal, ethical and social aspect of advertising.

### Unit II Pre - Launch Advertising Decision:

Determination of target audience, Advertising media and their choice. Advertising measures. Layout of advertisement and advertising appeal. Advertising copy.

### Unit III Promotional Management:

Advertising department, Role advertising agencies and their selection, Advertising budget, Evaluation and Advertising effectiveness.

### Unit IV Personal Selling

Meaning and Importance of personal selling. Difference between personal selling, Advertising and sales promotion. Methods and procedure of personal selling.

### Unit V Sales Management:

Concept of sales management. Objectives and Functions of sales management. Sales organization, Management of sales force and Sales Force objectives. Sales force recruitment, selection, training, compensation and evaluation.

Students are required to prepare the advertisement plan and prepare presentations.

(52)

**MBA I 607 Winter Training Report and Viva Voce**

Training related to activities of trade should be in any firm/ business unit. Students will be required to prepare report. give the presentation and appear for viva voce.



**MBA (Integrated) 7<sup>TH</sup> SEMESTER SCHEME**

The students will undergo 4 months industrial training under the guidance of one industry guide and one guide from Institute in which students are pursuing their MBA (Integrated) Program. The students will prepare project report based on the work carried out by them during the industrial training period.

**Project Report Evaluation – Marks Distribution**

Internal Evaluation		400 Marks
Writeup	200	
Presentation	200	
External Evaluation		400 Marks
Writeup	200	
Presentation	200	
		-----
Total Marks :		800
		-----

**NOTE :**

External Evaluator will be appointed by the Examination Department of University.

## MBA I 801-FINANCIAL MANAGEMENT

### UNIT-I

**Introduction:** concept of Finance, Scope and Objectives of Finance, Profit Maximization vs. Wealth Maximization, Significance of Financial Functions, Financial Manager's Role, and Financial Planning and Forecast.

### UNIT-II

**Capital Structure –Financing Decisions:** Financial Planning- long and short term sources of Finance, Capital Structure and Capitalization, Theories of Capitalization, Capital Structure Theories, Concept of Leverages, Types of Leverages, Cost of Capital- Meaning and Significance Cost, Cost of Equity, Preference shares, Debentures, Weighted Average Cost of Capital (WACC) and Retained Earnings.

### UNIT-III

**Time Value of Money-Investment Decisions:** concept of Time Value of Money, Nature of Investment Decisions, Investment Evaluation Criteria, Process of Capital Budgeting Decisions, Risk and Return Analysis and Investment Decisions, Evaluation of Techniques, Theories of Capital Budgeting and Capital Budgeting Practices of Indian Companies.

### UNIT-IV

**Working Capital Management :** Concept of Working Capital; Needs of Working Capital and its Determinants, Dimensions and Trends in Working Capital Management, Brief Analysis of the Components of Working Capital, Sources of Working Capital Finance, Operating Cycle.

### UNIT-V

**Dividend Decisions:** Concept, Determinants of Dividend Policy, Bonus Shares Stock Split- Concept and Implication, Dividend Valuation – MM hypothesis and Walter's Model, Factors affecting Dividend Decision.

### COURSE OBJECTIVES

1. Familiarizing the students with the financial environment of business with appropriate techniques and valuation of firms.
2. Developing skills for interpretation business information and application of financial theory in corporate investment decisions, with special emphasis on working capital management.

### READING

#### Main Texts

- Prasanna Chandra , Financial Management, Theory and Practice, McGraw Hill.
- Reference Reading
- M Y Khan and P K Jain, Financial Management, McGraw Hill.
- I M Pandey, Financial Management.
- Knott G – Financial Management
- Van Horne – Financial Management and Policy

**PEDAGOGY** - Concept Based Lectures and Case Studies.

## MBA I 802 - PRODUCTION AND OPERATIONS MANAGEMENT

**UNIT - I**

Historical background, Definition of production and operations management, Production cycle, Types of production systems, Responsibilities of operations manager, New product development, Product design, Facility location planning, Factors influencing plant location, Location techniques.

**UNIT -II**

Layout planning, Objectives of good layout, Factors effecting layout, Types of layout, Demand forecasting, Qualitative and quantitative methods of demand forecasting, Exponential smoothening, Measurement and control of forecasting errors, Tracking signal.

**UNIT-III**

Measuring productivity, Factors effecting productivity, Productivity improving approaches, Work study, Objectives and importance of work study, Steps in method study, Techniques of work measurement, Time study and Work sampling.

**UNIT - IV**

Production planning and control, Aggregate planning strategies, Routing decisions, Line of balance, Master scheduling, Scheduling types, Job sequencing, just in time (JIT) manufacturing system.

**UNIT-V**

Inventory management, Objectives, Factors, Process, Inventory control techniques, ABC, VED, EQC, SED, FSN analysis, Quality management, Basic concepts of quality, Dimensions of quality, Juran's quality trilogy, PDCA cycle, Quality circle, Total productive maintenance, Six sigma.

**COURSE OBJECTIVES:**

1. To familiarize the students with the basic concepts of operations and production management
2. To understand the role of the production and operations management in decision making process

**READING**

**Main Texts**

- **Everett E. Adam Jr., Ronald J. Ebert** - Production and Operations Management (Prentice Hall)
- **Joseph S Martinich** - Production and Operations Management (Wiley India )
- **B. Mahadevan** - Operations Management (Pearson Education)

**Reference Reading**

- **Chary** - Production and Operations Management (Tata McGraw Hill)
- **J P Saxena** - Production and Operations Management (Tata McGraw Hill)
- **Bedi Kanishka** - Production and Operations Management (Oxford University Press)
- **Terry Hill T** - Operations Management (Palgrave Macmillan)

**PEDAGOGY** - Concept Based Lectures, Case Studies

## MBA 803 - HUMAN RESOURCE DEVELOPMENT

### UNIT-I

HRD Concept & Definition, Goals of HRD, Importance of HRD, History of HRD in India, HRD Departments and their Tasks, Qualities of HRD Professionals, Present Status of HRD in India.

### UNIT-II

Theory and Practice of HRD: HRD concepts, Subsystems of HRD: Human Resource Planning, Training and Development: Meaning and Scope of training, Education and development; Training need analysis, Types of training, Training Evaluation.

### UNIT-III

Organisational Culture and Climate: Meaning and type of Organisational culture and climate; Role of HRD in promoting a development oriented Culture and climate in the Organisations.

### UNIT-IV

Performance Management System: Potential Appraisal, Performance appraisal including 360 degree, Assessment Center, MBO  
Human Resource Accounting: Concept and Methods.

### UNIT-V

Organizational Development: Concept & Interventions.  
Recent Trends in HRD: Training for trainers and HRD professionals, Career Planning & Succession Planning.

### COURSE OBJECTIVES

1. To guide students to understand HR Practices in a broader perspective.
2. To make students learn formulation and implementation of Training & Development Program.
3. To provide ways to develop a learning culture in the organization.

### READING

#### Main Texts

- T.V. Rao, *Human Resource Development Missionary*, Oxford IBH, IBH Publishing Co. Pvt. Ltd.

#### Reference Reading

- TV Rao and Udai Pareek, *Designing and Managing HR Systems*, Oxford & IBH Publishing Co. Pvt. Ltd.
- Haldar, U.K., *Human Resource Development*, Oxford University Press India, 2009.
- Noe, R. and Deo, A., *Employee Training and Development*, 5th Edition, Tata McGraw-Hill Education, 2012
- McGuire, D. and Jorgensen, K., *Human Resource Development*, Sage South Asia, 2011.

**PEDAGOGY:** Concept Based Lectures, Case Studies, Movie Clips, Role Plays

## **MBAI 804 - BANKING AND INSURANCE MANAGEMENT**

### **UNIT – I: Overview of Banking System and Regulatory Framework**

Indian Banking System -Evolution – Structure of Banks in India – Different types of Banks in India – Constituents of the Indian Banking System – Commercial Banks – Co-Operative Banking System.

Government and RBI's Powers Opening of New Banks and Branch Licensing Constitution of Board of Directors and their Rights Banks Share Holders and their Rights CRR and SLR Concepts Cash Currency Management Winding up - Amalgamation and Mergers.

Banker - Customer Relations: The legal relationship between the Banker and Customer, the Multifarious Transactions between them and the Rights and Duties of the Parties springing out of such relationship Nature of Banking Business Legal Nature of Banker-Customer Relationship and their Mutual Rights and Duties Special Categories of Customers, such as Corporations, Partnership Firms, Hindu Joint Families, Unincorporated Bodies, Trusts, Joint Account Holders, Minors.

### **UNIT-II: Electronic Banking and Risk Management in Banks**

IT in Banking: An Introduction. IT Applications in Banking- Computer-Based Information Systems for Banking; Electronic Banking; Electronic Fund Management, Enabling Technologies of Modern Banking- Electronic Commerce and Banking; Supply Chain Management; Customer Relationship Management; Integrated Communication Networks for Banks Security and Control Systems - Cybercrimes and fraud management.

Risk Management in Banks: An Overview, Credit Risk Management, Liquidity and Market Risk Management, Operational Risk Management, Special Issues- Risk Management Organisation; Reporting of Banking Risk;

### **UNIT - III: Overview of Insurance Sector**

Insurance: An overview and Historical Background, Nature and Scope of Insurance, Governance of Insurance Business, Classification of Insurance and Role of Insurance in Economic Development, Insurer's Obligation towards Rural and Social Sector, Principles of Insurance.

### **UNIT –IV: Insurance Business and Risk Management**

Risk management system in insurance sector: Key risks control programs, types of risk, ERM.

Reinsurance business in India: nature and functions of reinsurance, Preparation of insurance documents and policy conditions, Distribution channels in Insurance Business. Premium and Bonus.

### **UNIT-V: Banking and Insurance Legislation in India**

Provisions of RBI Act 1935, Banking Regulation Act 1949, Prevention of Money Laundering Act, 2002. Banks and Financial Institutions Act 1993, Insurance act 1938, Life Insurance Corporation act 1956, IRDA act 1999, Consumer protection act 1986.

Ethics and Corporate Governance in Banking and Insurance Sector: Ethics and Business, Corporate Governance, Corporate Social Responsibility.

### **COURSE OBJECTIVES:**

1. The course aims to acquaint the student with an overview of Banking and Insurance sector.
2. The course aims to acquaint the risk management system in Banking and insurance sector.
3. The course aims to acquaint the IT Applications in Banking and Insurance.
4. The course aims to acquaint the Banking and Insurance Legislation in India.

### **READING**

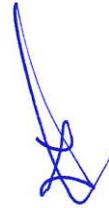
#### **Main Texts**

- M.L.Tannan, revised by C.R. Datta & S.K. Kataria : Banking Law and Practice, Wadhwa & Company, Nagpur
- R.K. Gupta : BANKING Law and Practice in 3 Vols.Modern Law Publications.
- Prof. Clifford Gomez : Banking and Finance - Theory, Law and Practice, PHI Learning Private Limited
- J.M. Holden : The Law and Practice of Banking, Universal Law Publishing.
- George E. Rejda : Principles of Risk Management and Insurance, Global Edition.
- Security in Electronic Banking Paperback – 2007, by IIBF (Indian Institute of Banking and Finance)
- Gupta .P.K.,Insurance and Risk Management, Himalaya Publishing House
- Jatinder Loomba, Risk Management and Insurance Planning, PHI Learning Pvt. Ltd.

**Reference Reading**

Study material, professional program, banking law and practice, module 3, the institute of company secretaries of India.

**PEDAGOGY:** Concept Based Lectures and Case Studies.



## MBA I 805 - SECURITY ANALYSIS AND PORTFOLIO-MANAGEMENT

### UNIT I

introduction Concepts of investment-Financial and non-financial forms of investment--Objectives of financial investment, types of instruments, Financial markets - primary and secondary markets major players and instruments in secondary market -Functioning of stock exchanges, trading and settlement procedures at NSE & SSE. Functions of SEBI. International stock exchange

### UNIT II

Utility Analysis: Analysis of risk & return, types of risk. Valuation - bond and fixed income instruments valuation -bond pricing theorems, duration of bond and immunization of interest risk, term structure of interest rate, determination of yield curves, Capital allocation between risky & risk free assets-Utility analysis

### UNIT III

Investment Analysis Fundamental & Technical Analysis of equity stock, Concept of intrinsic value, Objectives and beliefs of fundamental analysts. Economy industry-Company framework, Economic analysis and forecasting, Theory of Technical analysis, points and figures chart bar chart. Contrary opinion theory, confidence index RSA, RSI, Moving average analysis, Japanese Candlesticks.

Behaviour of stock market prices - The market mechanism, testable hypothesis about Market efficiency, implications of efficiency market hypothesis for security analysis and portfolio management, Asset pricing theories CAPM & Arbitrage pricing theories.

### UNIT IV

Modern portfolio theory Asset allocation decision. Dominant & Efficient portfolio w simple diversification, Markowitz diversification model, selecting an optimal portfolio - Sharpe single index model. Determination of corner portfolio. Process of portfolio management - International Diversification.

Portfolio performance evaluation Sharp & Treynor & Jensen's measure, Portfolio revision Active and passive strategies & formula plans in portfolio revision. Mutual funds-types, performance evaluation of mutual funds. Functions of Asset Management Companies.

#### Suggested Reading:

1. Investment Analysis & Portfolio Management - Reilly - 8/e - Thomson / Cengage.
2. Security Analysis & Portfolio Management - Fisher and Jordan, 6/e Pearson, PHI.
3. Investment Science - David G. Luenberger Oxford.
4. Portfolio Management - Barua, Verma and Raghunathan (TMH), 1/e. 2003
5. Portfolio Management - S. Kevin - Prentice Hall India.
6. Practical Investment Arrangement - Strong - Thomson / Cengage Learning 3/e.

## MBA 806 - Retailing and E commerce

### UNIT - I: An Overview of Strategic Retail Management

An Introduction to Retailing, Building and Sustaining Relationships in Retailing, Strategic Planning in Retailing; Situation Analysis: Retail Institutions by Ownership, Retail Institutions by Store-Based Strategy Mix, Web, Nonstore-Based, and Other Forms of Nontraditional Retailing

### UNIT –II: Targeting Customers and Gathering Information

Identifying and Understanding Consumers, Information Gathering and Processing in Retailing; Choosing a Store Location: Trading-Area Analysis, Site Selection

### UNIT–III: Managing a Retail Business

Retail Organization and Human Resource Management, Operations Management: Financial Dimensions, Operational Dimensions; Career opportunities in Retailing

### UNIT – IV Overview of E-Commerce

What is eCommerce? Electronic commerce prior to the Internet, Comparison to Traditional Commerce, Why eCommerce? Unique Features of eCommerce Technology, E-Commerce framework, Overview of Network infrastructure, Role of Internet and E-commerce, E-Commerce and World Wide Web.

### UNIT–V Directing and Controlling

E-Commerce models, Consumer oriented E-Commerce applications – Mercantile process models; Electronic Payment Systems, E-Commerce and modern businesses, E-Commerce Catalog Development, Processing Orders in E-Commerce, Security concerns on Internet.

### COURSE OBJECTIVES

1. The main objective for the curriculum is providing insights on retail operations. This will enable the students to become good retail planners and decision makers and help focus on change and adaption to change.
2. The course intends to provide the learner with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager.
3. The learner will also be able to determine a level of interest in pursuing a career in retail management.
4. In-depth understanding of E-Commerce will help the learners in applying the knowledge of IT into retail sector.

### READING

#### Main Texts

- Barry Berman, Joel R. Evans, Mini Mathur; Retail Management: A Strategic Approach, 11/e; Pearson Education.
- Ravi Kalakota and Andrew Winston; Frontiers of Electronic Commerce; Pearson Education.

#### Reference Reading

- Chetan Bajaj, Rajnish Tuli & Nidhi Varma Srivastava; Retail Management, 3/e; Pearson Education.
- Srin. R. Srinivasan; Strategic Retail Management; Biztantra-Wiley.
- Dhruv Nath; The Nuts and Bolts of E-Commerce; Tata McGrawHill.

PEDAGOGY Concept Based Lectures, Case Studies, Short Video Clips, Role Plays



(61)

# PROJECT GUIDELINES

## DBMS USING MS-ACCESS

### MBAI 807 - MBA Integrated VIII Semester

Project activity will be done using the following approach –

1. General Idea of a database
2. Planning a new database
3. Creating a database
4. Adding records to a new or existing database
5. View the data in a database
6. Creating forms
7. Managing multiple forms
8. Searching and querying a database
9. Sorting records
10. Creating reports
11. Improving the reports (making changes)
12. Printing reports

At the end student will prepare a project on any database system using MS-Access.



**MBAI 808 - Export Management and Documentation**

**COURSE OBJECTIVES: The subject will help to develop understanding towards**

1. Setting up of an export unit
2. Benefits/ subsidies provided by the government in the establishment of Export firm
3. Need and role of Documentation and their Classification
4. Processing an Export Order
5. Know what are the benefits of Incoterms
6. Identify various methods of payments used in international business

**READING**

Main Texts

Reference Reading

**PEDAGOGY:** Concept Based Lectures, field based training.

**GUIDELINE**

Export Management and Documentation is a subject with practical orientation wherein the project scholar will be preparing a detail project report in consultation with Export –Import Handling Unit/ Firm/ department. The project report is ought to cover *firstly*, the over view of the Export Department of the Organization (Export Product, Target Market). *Secondly*, the export procedure followed by the organization as per Customs Act. *Thirdly*, Principle Documents used in the specific product/s bifurcated as pre-shipment and post shipment and Export Assistance provided by Government through various schemes. *Fourthly*, Inco Terms depiction Followed by *Lastly* Mode of making International Payments adopted by the Organization. *Summarize* the execution of export order.

**Evaluation**

**Presentation (40 % marks)**

Through presentation student develops ability to explain his work more clearly to the evaluators. Successfully defending the presentation followed by query session represents his knowledge gained during the project tenure. 15 minutes power point presentation would suffice to demonstrate the work carried out.

**Report (60 % marks)**

A Self explanatory project report needs to be presented by the student in the format (as prescribed) along with mandatory enclosures (as prescribed). The student must ensure that the report is scanned for making a Plagiarism free report. The report presented fairly carries references and sources (books, research paper, websites) used for writing the report.

*Note*

1. *Candidate must provide facsimile copies of documents wherever necessary as 'cancelled doc'*
2. *List of abbreviation must be enclosed at the end.*
3. *Flow charts/diagrams must be provided in case of processes.*

## MBA I 901 - Management Information System

### UNIT-I

**MIS Introduction** - Need, Purpose and Objectives - Contemporary Approaches to MIS - Information as a strategic resource - Use of information for competitive advantage - MIS as an instrument for the organizational change. Models of Decision Making - Classical, Administrative and Herbert Simon's Models - Attributes of information and its relevance to Decision Making Process.

### UNIT-II

**Management Information Systems and Decision Making Models** - Concept of Data and Information, Information Systems, Types of Information Systems, Operations Support System (OSS), Management Support System(MSS), Transaction Processing System(TPS), Process Control System(PCS), Enterprise Collaboration System(ECS), Management Information System(MIS), Decision Support System(DSS). Artificial Intelligence (AI), Applications Of Artificial Intelligence: Neural Networks, Fuzzy Logical Control System, Expert System (ES), Executive Information System (EIS).

### UNIT-III

**Developing MIS Systems-** System, System Characteristics, and System Types with examples, System Development Life Cycle, Investigation Phase, Prototyping, Feasibility Analysis, System Analysis (use of DFD and ER Diagram), System Design, Implementing Business Systems, Testing, Documenting, Training, Conversion and Maintenance, Rapid Application Development Model. End User Computing, CASE Tools and Object Oriented Systems.

### UNIT-IV

**Management Issues in MIS** - Information Security and Control - Quality Assurance -Ethical and Social Dimensions - Intellectual Property Rights as related to IT Services / IT Products - Managing Global Information Systems. Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges Of IT, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues.

### UNIT V

**Strategic MIS** Characteristics of Strategic MIS, Strategic Planning for MIS, Development of SMIS, MIS Strategy and Implementation of SMIS.

**Applications of MIS** in functional areas as well as in the service sector should be covered with the help of minimum 3 case studies. Emphasis should be given on management oriented problems and cases as compared to technical problems expected from computer science/ computer management students.

### Books Recommended:-

1. Management Information Systems, Jawadekar, Tata McGraw Hill
2. Management Information Systems, Davis and Olson, Tata McGraw Hill
3. Management Information Systems - Sadagopan, Prentice Hall
4. System Analysis & Design- E M Awad

## MBA I 902 - TOTAL QUALITY MANAGEMENT

### Unit – 1 Principles of Quality Management

Principles of quality management, definitions of quality, Quality philosophies of Deming, Juran and Crosby, Concept of cost of quality, Dimensions of quality, Quality approaches, Service vs Product quality, Customer focus, quality and business performance, Vision and mission statements and Quality policy.

### Unit – 2 Total Quality Management

TQM and evolution of TQM, TQM models, Human and system components, Continuous improvement strategies, Deming wheel, Customer concept, Customer satisfaction index, Quality circle, 5s principle, Top management commitment and involvement.

### Unit – 3 Quality Management Tools for Business Applications

Principle and applications of quality function deployment, Failure mode and effect analysis, Taguchi techniques, Seven old QC tools and seven new management tools, Statistical quality control techniques, Mistake proofing, Capability analysis, reliability prediction analysis, Total productive maintenance.

### Unit - 4 Quality Imperatives for Business Improvement

Leadership for quality management, Quality planning, Designing for quality and manufacturing for quality, Malcolm Baldrige National Quality award, Rajeev Gandhi national quality award, Quality assurance and ISO 9000, QS 9000 and ISO 14000 certification.

### Unit- 5 TQM Implementation Strategies

Organizational structure and mindset of individuals, Motivation aspects of TQM, change management strategies, Training for TQM, TQM road map, Quality improvement index, Bench marking, Contemporary issues in quality, JIT, Six sigma.

### COURSE OBJECTIVES

1. The course aims at sensitizing students towards concept of quality, issues, mechanism to achieve and implement them in today's business organizations.
2. Importance to achieve quality wise edge over the competitors.
3. To tell students what is product or service output
4. To tell students what do the with customer requirements
5. Tell students how can one ensure that output meets customer requirements
6. To tell students how to sustain the improvement
7. To tell students to avoid Chalta Hai Attitude.

### READING

#### Main Text

- Joseph M Juran and A Blanton Grodfrey, Juran's Quality Habdbook, Mcgraw Hill.
- Dale H. Besterfield, Carol Besterfiled- Micha, Glen H. Besterfield and Mary Besterfield - Sacre, Total Quality Management, Pearson Education.

#### Reference reading

- D.D. Sharma, Total Quality Management: Principles and Practice and Cases.
- Peter S Pande, Robert P. Neuman, Roland R. Cavanagh, The six sigma way, Mcgraw Hill.

PEDAGOGY Concept Based Lectures, Case Studies, Movie Clips, Visit of Plant and selected service outlets.

**MBA I 903 - Strategic Financial Management**

**UNIT - I : Strategic Financial Management**

Concept, Objectives, Components & Goals, Capital Structure decision, Determination of optimum capital structure, Trade off model, Planning for Capital Structure, EBIT-EPS analysis, ROI-ROE analysis, Capital Structure policies in practice, Cost volume profit analysis & Operating Leverage, Financial Leverage & its effect on shareholder's return.

**UNIT –II : Expansion & Corporate Restructuring**

Mergers & Amalgamation: Reasons, Legal procedure, Benefits & cost of merger, Evaluation of merger & takeover, Managing an acquisition programme, Restructuring through divestitures, Spin-off & Split up, Leverage buyouts, Buyback of Shares.

**UNIT–III : Dividend Policy & Share Valuation**

Walter model, Gordon model, The Bird in the hand model, MM hypothesis, Bonus shares & stock splits, Risk Analysis – Measure of risk, Sensitivity analysis, Simulation analysis, Selection of a project, Risk analysis in project.

**UNIT – IV: Financial Engineering & Ethical Aspects**

Meaning of financial engineering approaches, Economic value added & activity based costing, Holistic approach to innovative financial engineering, Ethical brand equity & long term gains, Assessment of ethical financial performance, Accounting disclosures & functional ethics in financial management.

**UNIT–V: Case studies related to entire syllabus**

**COURSE OBJECTIVES**

The objective of the course is to develop understanding among the students regarding strategic financial management, engineering & ethical aspects

**READING**

**Main Texts**

- G.P Jakhotiya, Strategic Financial Management, Vikas Publishing house.
- Shashi. K. Gupta & R.K Sharma, Financial Management, Kalyani publishers
- Prasanna Chandra, Financial Management, McGraw Hill

**Reference Reading**

- I.M Pandey, Financial Management, Vikas Publishing House.

**PEDAGOGY:** Concept Based Lectures, Case Studies, Movie Clips, Role Plays

## **MBA I 904 - INTERNATIONAL FINANCE**

### **Unit I**

**International Monetary and Financial System:** Evolution & development of International organisations and monetary system, nature, function and scope of International finance, Balance of Payments: Principles, components, Current account deficit and surplus and Capital Account Convertibility.

### **Unit II**

**Exchange Rate Determination:** Exchange rate movements, factors that influence exchange rates, Government influence on exchange rates, movements in cross exchange rates, concepts of international arbitrage, interest rate parity, and purchasing power parity and the International Fisher effect.

### **Unit III**

**Foreign Exchange Market & Risk:** forwards, futures, swaps, and options. Currency Derivatives, Foreign Exchange Risk: Transaction Exposure; Accounting Exposure and Operating Exposure- Management of Exposures – Internal Techniques, Management of Risk in Foreign Exchange Markets.

### **Unit IV**

**International Financial Market:** basic concepts and feature of international market, International Sources of Finance, International Bonds and Process of Issue of GDRs and ADRs. Foreign Trade Finance, concepts of financing exports and financing imports and documentary collections, factoring, forfeiting and countertrade,

### **Unit V**

**Foreign Investment Decisions:** Corporate Strategy and Foreign Direct Investment; Multinational Capital Budgeting; International Acquisition and Valuation, Adjusting for Risk in Foreign Investment. Multinational Transfer Pricing and Performance Measurement, financial crisis in world. Case studies.

### **Course Objectives**

The objective of this course is to enlighten the students with basic concepts in international finance. The course provides an understanding of foreign exchange market, the nature of foreign exchange exposure, risk and its management.

### **Suggested Books:**

1. V. Sharan, International Financial Management, 3rd Edition, Prentice Hall of India.
2. Alan C. Shapiro, Multinational Financial Management, Prentice- Hall of India
3. Buckley Adrin, Multinational Finance, 3rd Edition, Engle Wood Cliffs, Prentice Hall of India.
4. S.P. Srinivasan, B. Janakiram, International Financial Management, Wiley India, New Delhi.
5. Clark, International Financial Management, Cengage, ND
6. A.K. Seth, International Financial Management, Galgothia Publishing Company.
7. P.G. Apte, International Financial Management, Tata McGrw Hill, 3rd Edition.
8. Bhalla, V.K., International Financial Management, 2nd Edition, New Delhi, Anmol, 2001.
9. V.A. Avadhani, International Financial Management, Himalaya Publishing House.
10. Bhalla, V.K., Managing International Investment and Finance, New Delhi, Anmol, 1997.

**MBA I 905 - STRATEGIC HUMAN RESOURCE MANAGEMENT**

- UNIT-I**      **The Strategic Approach-** The Strategic Approach to HRM – Overview of SHRM, SHRM: Aligning HR with Corporate Strategy and functional strategies, Strategy formulation, External Environment for HR. SHRM: Universalistic, Contingency and Configurational Approaches.
- UNIT-II**      **Strategies for Human Resource Acquisition and Placement-** Strategic HR Planning Acquisition and Development, Job analysis, Job design, Recruitment Methods, Selection process.
- UNIT-III**     **Strategies for Maximizing Human Resource Productivity-** Training and Development – Orientation, Evaluation of T & D, Strategies for Effective performance appraisal systems – Performance Appraisal Objectives, P A Process.
- UNIT-IV**     **Strategies for Maintaining Human Resources-** Strategies for improving Health and safety, Managing the problem Employee, Building a Good disciplinary climate, The strategic 'fit' proposition; Change, Restructuring and SHRM.
- UNIT-V**      **Strategies for Compensation & Labor Relations-** Strategic compensation & reward system, Managing Employee Relations

**COURSE OBJECTIVES:**

1. To develop the perspective of Strategic Human Resource Management.
2. To make students learn formulation and implementation of human resource policy at the strategic level.
3. To make students understand the business and integration of HRM with Business requirements.

**READING**

Main Texts

1. William P. Anthony, Pamela L. Perreve & K. Michael, Kacimar, *Strategic Human Resource Management*, The Dryden Press
2. Randall S. Schuler And Susan E. Jackson, *Strategic Human Resource Management*, John Wiley & Sons

Reference Reading

1. Catherine Truss, David Mankin, Clare Kelliher, *Strategic Human Resource Management*, OUP Oxford
2. Jeffrey A. Mello, *Strategic Human Resource Management*, Cengage Learning
3. Charles and Greer, *Strategic Human Resource Management*, Pearson Education
4. Tanuja Agarwala, *Strategic Human Resource Management*, Oxford University Press
5. Srinivas R. Kandula, *Strategic Human Resource Development*, Prentice hall of India Pvt. Ltd.

**PEDAGOGY:** Classroom lectures accompanied by presentations, Case studies on relevant topics, Group exercises and class presentation, Role plays, extempore, Class discussions on relevant topics, written assignments.

## **MBA I 906 - SUPPLY CHAIN MANAGEMENT**

### **UNIT - I Introduction**

Basic Concepts of Supply Chain Management, Objectives, Essential features, Benefits, Key issues in Supply Chain Management, Case Examples.

### **UNIT –II Logistics and Warehousing Management**

Logistics as part of SCM, Logistics Costs, Inbound and Outbound logistics, Different models, Bullwhip effect in logistics, Distribution and Warehousing Management.

### **UNIT–III Purchasing and Vendor Management**

Centralized and decentralized purchasing, functions of purchase department, Use of mathematical model for vendor rating/evaluation.

### **UNIT – IV Inventory Management**

Concept, Various costs associated with inventory, ABC, SDE, VED analysis, Economic Order Quantity, Re-order point, Just-in-time & Kanban System of Inventory Management.

### **UNIT–V Role of Information Technology in SCM**

Role of Computer/IT, Customer Relationship Management, Outsourcing – Basic Concept, Benchmarking – Objectives, Classification and Implementation.

### **COURSE OBJECTIVES**

- 1. The objective is to make students understand about the management of the supply chain which is helpful in making the organizations effective.**
- 2. To learn about the basic concepts of logistics and inventory management.**
- 3. To understand about the role of Information technology in making the supply chain efficient.**

### **READING**

#### **Main Text**

- Raghuram G. (I.I.M.A.) – Logistics and Supply Chain Management (Macmillan 1<sup>st</sup> Ed.)  
Reference Reading
- Agarwal D.K. – A Text Book of Logistics and Supply Chain Management (Macmillan, 1<sup>st</sup> Ed.)
- Sahay B.S. – Supply Chain Management (Macmillan, 1<sup>st</sup> Ed.)

**PEDAGOGY**- Concept Based Lectures, Case Studies, Video clips.

## **MBA I 907 - Website Development**

### **UNIT - I Web Design Principles**

Basic principles involved in developing a web site, Why create a Web site, Designing navigation bar, Page design, Home Page Layout, Design Concept.

### **UNIT –II Introduction to HTML**

What is HTML, HTML Documents, Basic structure of an HTML document, Creating an HTML document, Mark up Tags, Heading-Paragraphs, Line Breaks, HTML Tags.

### **UNIT–III Elements of HTML**

Introduction to elements of HTML, Working with Text, Working with Lists, Tables and Frames

Working with Hyperlinks.

### **UNIT – IV Working with Images and forms in HTML**

Images and Multimedia with their properties, Working with Forms (Get & Post Method) and controls.

### **UNIT–V Introduction to Cascading Style Sheets & Java Script**

Concept of CSS, Creating Style Sheet, CSS Properties, SS Styling(Background, Text Format, Controlling Fonts), Basic Concept of Java Script, How to use in HTML.

### **COURSE OBJECTIVES**

1. To develop the skill & knowledge of Web page design.
2. Define the basics concept in web design
3. Visualize the basic concept of HTML.

### **READING**

#### **Text Books**

- Kogent Learning ., HTML in simple steps, Dreamtech Press

#### **Reference Books**

- John Duckett, Beginning HTML, XHTML, CSS, and JavaScript, Wiley India
- Kogent Learning, Web Technologies: HTML, Javascript, Wiley India

**PEDAGOGY : Practically Learning by Doing in Computer Lab.**

**MBA I - 908 Compensation Planning (Practical)**

Students are required to prepare a report as an outcome of practical knowledge of the paper. They may select any organization/business unit and map the compensation plan to explain the understanding of the subject.



**MBA (Integrated) 10<sup>TH</sup> SEMESTER SCHEME**

The students will undergo 4 months industrial training under the guidance of one industry guide and one guide from Institute in which students are pursuing their MBA (Integrated) Program. The students will prepare project report based on the work carried out by them during the industrial training period.

**Project Report Evaluation – Marks Distribution**

Internal Evaluation		400 Marks
Writeup	200	
Presentation	200	
External Evaluation		400 Marks
Writeup	200	
Presentation	200	
		-----
Total Marks :		800
		-----

**NOTE :**

External Evaluator will be appointed by the Examination Department of University.