

M ATA GUJRI COLLEGE, FATEHGARH SAHIB

**M BA PART-I (SEM ESTER-I & II)
Sessions (2014-15 & 2015-2016)
SEM ESTER-I**

Code	Title of Paper	External Evaluation	Internal Evaluation	Total
101	Management Practices & Organization Behaviour	50	50	100
102	Accounting for Management	50	50	100
103	Business Environment	50	50	100
104	Economic Analysis for Business Decisions	50	50	100
105	Quantitative Techniques in Management	50	50	100
106	(a) Computer Fundamentals (MSOffice)	50		50
	(b) Workshop on Executive Communication		50	50
107	Seminar on Environmental Management		100	100
108	Viva-Voce	100		100
				800

SEM ESTER-II

Code	Title of Paper	External Evaluation	Internal Evaluation	Total
201	Productions & Operations Management	50	50	100
202	Research Methodology	50	50	100
203	Financial Management	50	50	100
204	Management of Human Resources	50	50	100
205	Marketing Management	50	50	100
206	Workshop on Tally.ERP 9		100	100
207	Seminar on Business Ethics		100	100
208	Viva-voce	100		100
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101 Management Practices & Organization Behaviour

Learning Objective

The objective of this course is to familiarize the students with management concepts and to the managerial issues relating to information systems, its role in organization, Support for decision making.

Course Syllabus

Group I:

Management : Definition, Importance and Function of Management, Evolution of **Management Thoughts** : Contributions made by Taylor, Peter F Drucker, Fayol, Elton Mayo. **Planning**: Types of plans, steps in planning, and process of planning, **Authority and Responsibility**: Concept, Delegation of Authority, Process of Delegation. **Controlling**: Its Functions, Steps and Essentials to make Controlling Effective.

Group II:

Understanding and Managing Individual Behavior, **Organizational Behavior**: its Concepts, Features and Importance, **Personality**: Concepts, Theories and determinants of Personality, **Perception**: nature and importance, perception v/s sensation. **Attitude**: Concepts, Sources, types, Cognitive Dissonance theory, work related attitudes. Values and Beliefs, **Learning**: Theories of Learning, its Principles, Reinforcement,

Group III:

Motivation: Motivation, its meaning, type of motives, theories of Motivation (Maslow, Herzberg, McGregor & McClelland's). **Communication**: Process, types, Communication Barriers, **Leadership** :Theories and Leadership Styles in Management, **Power and Politics** : concept, bases and techniques, Concept of Group Dynamics, **Interpersonal Skill**: Transactional Analysis, Johari Window.

Recommended Texts

- Koontz H. and Wehrich H., *Essentials of Management*, Tata McGraw- Hill Publishing Co. Ltd., New Delhi .
- Luthans F., *Organizational Behaviour*, McGraw-Hill, New York.
- Robbins S.P., *Organizational Behaviour*, Prentice-Hall of India Ltd., New Delhi.
- Stoner J., *Management*, Prentice-Hall of India Ltd., New Delhi.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

- Two Mid-Semester Tests each carrying 10 marks
- Two Assignments each carrying 10 marks
- Class Participation and Attendance to be of 10 marks

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Learning Objective

The objective of this course is to acquaint learners with various accounting concepts and highlight the techniques of decision making for day to day business.

Group I:

Accounting: Meaning, functions, users of accounting information. Accounting concepts and Conventions. Accounting Process. **Understanding and constructing of Financial Statements:** Final Accounts with and without adjustments, Preparation of company final accounts

Group II:

Analyzing Financial Statement: Ratio Analysis and Cash flow statement. **Introduction to Cost Accounting:** Cost concepts, Types of costs and cost sheet. Marginal Costing: Cost Volume-Profit Analysis and its application.

Group III:

Cost Analysis & Control: Meaning & Types of budgets, Budget Preparation, Budgetary control system. Standard Costing and variance analysis. **New Developments in Management Accounting:** Activity-Based Costing, Life-Cycle Costing, Target Costing and Kaizen Costing

Recommended Texts

- Robert Kaplan, Anthony A. Atkinson, Advanced Management Accounting (3rd Edition), Pearson Publishers, 3rd edition
- M Y Khan, P K Jain, MANAGEMENT ACCOUNTING- Text, Problems and Cases, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 5th Edition, 2011
- T.S. Reddy and A. Murthy - Corporate Accounting: Volume 1: Margham Publications
- R.L. Gupta & M. Radhaswamy : Company Accounts; Sultan Chand & Sons
- Charles T. Horngren, George Foster and Srikant M. Datra, *Cost Accounting: A Managerial Emphasis*, Prentice-Hall of India, New Delhi, 12th Edition.
- Charles T. Horngren, *Introduction to Management Accounting*, Prentice-Hall of India, New Delhi, 12th Edition, 2007.
- Bhattacharya & Dearden, Accounting for management: Text & Cases, Vikas Publishing House, 11th revised edition.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

- Two Mid-Semester Tests each carrying 10 marks
- Two Assignments each carrying 10 marks
- Class Participation and Attendance to be of 10 marks

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Learning Objective

The objective of this course is to enable students to analyze different types of legal, political, economical systems influencing business; to provide them introductory knowledge of Indian legal concepts and their application in Business Environment.

Course Syllabus

Group I:

Business environment: Concept, Elements, Environmental scanning and techniques.
Political Environment: Three political institutions: Legislature, Executive and Judiciary.
Demographic environment, Economic Environment: critical elements of economic environment, **Economic policies**-Industrial policy, Fiscal policy and Monetary policy, **Money & capital markets.**

Group II:

Liberalization, Privatization & Disinvestments. Public, Private and co-operative sector of Indian Economy. International Environment: Globalization: Threats & Opportunities for Indian Business. WTO-, its role and functions, FEMA-2000, Intellectual Property Rights, Foreign Trade: EPZs and SEZs. **Technological environment:** Appropriate technology, Technology transfer and problems.

Group III:

Legal Environment: Nature of Company, Types of Companies, Formation of Company, Memorandum of Association, Article of Association, Doctrines of Ultra Vires, Meetings, Functioning of Board of Directors, Winding up. Competition Act-2002, RTI Act 2005.
Societal Environment: Consumer Protection Act, 1986-Rights and Remedies.

Recommended Texts

- Justin Paul, *Business Environment*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2nd Edition.
- Francis Cherunilam, *Business Environment*, Himalaya Publishing House, Mumbai, 6th editin2007.
- K. Aswathappa, *Essentials of Business Environment*, Himalaya Publishing House, Delhi, 10th Edition, 2008.
- M. Adhikary Economic Environment of Business, Sultan Chand & Sons, New Delhi.
- **N. D. Kapoor**, Elements of Mercantile Law, Sultanchand & Sons
- **Avtar Singh, Company Law**, Eastern Book Company

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

- Two Mid-Semester Tests each carrying 10 marks
- Two Assignments each carrying 10 marks
- Class Participation and Attendance to be of 10 marks

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Learning Objective

The main objective of this course is to understand the use of the tools of economic analysis in classifying problems, in organizing and evaluating information and in comparing alternative course of action.

Course Syllabus

Group I:

Managerial Economist's Role and Responsibilities. Demand Theory and Analysis including Determinants of Demand. Demand Elasticity - Price, Income, Cross and Advertising; their use in Managerial Decision Making. Utility Analysis Marginal Utility Analysis, Demand Forecasting: Methods and their application. Production Analysis: Basic Concept and production function.

Group II:

Cost Analysis: Cost Concepts and Determinants of Cost. Revenue Concepts. Pricing under different market structures: Perfect Competition, Monopoly, Oligopoly and Monopolistic Market Structure. Market Mechanism: Interaction of Demand and Supply Forces.

Group III:

Role of Macro Economics for managerial Decision Making. Different Economic Systems, Concept of National Income: GDP,GNP,GDP (at Market price) Investment multiplier, Concept of Inflation, Business cycles. Consumption and saving function. Concept of MEC.

Recommended Texts

- Edwin Mansfield, W. Bruce Allen, Neil A. Doherty, Keith Weigelt, *Managerial Economics: Theory, Application and Cases*, W. W. Norton & Co. Inc., 5th Edition.
- David Begg, Stanley Fisher, Rudigeer Dvrbusch, *Economics*, McGraw-Hill Book Company Limited (U.K.).
- W.W. Haynes, V.L. Mote and S. Paul, *Managerial Economics: Analysis and Cases*, Feffers and Simons Pvt. Ltd., Bombay.
- Michael Bays; Mote, Paul and Gupta, *Managerial Economics: Concepts and Cases*, Tata McGraw-Hill Publishing Company Limited, New Delhi, 34th Edition.
- Joel Dean, *Managerial Economics*, Prentice-Hall of India Pvt. Ltd., New Delhi, 1998.
Ravindra H. Dholakia, *Microeconomics for Management Students*, Oxford University Press, Delhi, 2007.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

- Two Mid-Semester Tests each carrying 10 marks
- Two Assignments each carrying 10 marks
- Class Participation and Attendance to be of 10 marks

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105 QUANTITATIVE TECHNIQUES

Learning Objective

Objective of the course is to have a general understanding of quantitative and statistical techniques and learn how to apply this knowledge in areas relevant to business and finance so that they can prove to be compact, consistent and powerful tools especially in the field of Commerce and Industry. These quantitative methods not only guarantee a deeper insight into the subject but will also lead towards exact and analytical solutions to problems treated.

Course Syllabus

Group I:

Data Analysis: Measure of Central Tendency. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, and Standard Deviation and Coefficient of Variation. **Correlation Analysis:** Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation. **Regression Analysis:** Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.

Group II:

Index Numbers: Simple, Aggregate, Weighted, Test. **Time Series Analysis:** moving average, Least Square Fit. **Probability concepts:** permutations and combinations, Theory of Probability, Addition and Multiplication Law, Baye's Theorem. **Theoretical Distributions:** Binomial, Poisson and Normal Distribution.

Group III:

Linear Programming: Concepts, Formulation of LP models, Solution of LP Models using Graphical techniques and Simplex Method. **Transportation Problems:** Concepts and solutions; Optimality Tests – MODI Method & Stepping Stone technique. **Game theory:** Concepts, Solutions of 2-person games, Pure & Mixed strategy games, Odds method, Dominance Method, Sub Games method, Equal Gains Method, Graphical Solution. **Assignments Problems:** Concepts and solutions, unbalanced problems.

Recommended Texts

- Levins, Krehbiel, Business Statistics, Pearson Education Asia, 1st edition.
- Levin & Rubin, Statistics for Management, Prentice Hall of India, 7th edition.
- Sancheti & Kapoor, Business Mathematics, Sultan Chand & Sons, 11th edition.
- Gupta, Statistical Methods, Sultan Chand & sons, 41th edition.
- Baruah, Srinath, *Basic Mathematics and its Application in Economics*, Macmillan India Ltd, 2nd Ed. Hillier, Fredrick S. and Lieberman, Gerald J., *Operations Research*, Tata McGraw Hill, 2006, 8th Ed
- Saha, Suranjan, *Practical Business Mathematics and Statistics*, Tata McGraw Hill, 1999.
- Swarup, K., Gupta, P. K. and Mohan, M., *Operations Research*, Sultan Chand & Sons, 2006.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

- Two Mid-Semester Tests each carrying 10 marks
- Two Assignments each carrying 10 marks
- Class Participation and Attendance to be of 10 marks

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106 (a) Computer Fundamentals (M S Office)

Learning Objective

To introduce students to the use of computer based application packages for documentation preparation and making reports, preparation of questionnaires, slide presentation for business, tables and graphs.

Course Syllabus

Group I:

Creating a new document with templates & Wizard, Word basics, Working with fonts, Paragraph Formatting, Indents, line space, Character Space, Page Formatting, Footnotes, Endnotes, Page Numbering, Page Set-Up, Printing Documents Header and Footer, Bullets and Numbering, Tabs, Symbols, Finding and Replacing Text, Spell Check and Grammar Check, Consulting Thesaurus, Inserting images and objects, Using Words Drawing Features, Inserting Tables – (Adding, deleting, modifying rows and columns - merging & splitting cells), Using formulas in tables, Converting text to table and vice-versa, , Mail Merge tool.

Group II:

Managing Workbooks, Working with Worksheets, Cell Referencing(Absolute references, Mixed references), Ranges, Using Formulas and Functions; Formulas that Make Decisions (How the if function works) Formatting Worksheets, Printing Worksheets, Creating and Editing Graphic Objects and Charts, Sorting Data, Filtering etc., Analyzing Data Using Pivot Tables, Conditional formatting .

Group III:

Creating new Presentations Using Auto Content Wizard, Using Template, Adding, Editing, Deleting, Copying, Slides, Applying Slide Design, Adding graphics, graphs, organization charts, Creating custom animations, Special Effects To Create Transition Slides, Adding Sounds To Slides, Using Action Buttons, Creating Slide Shows, Rehearsing Side Timings.

Recommended Texts

- Saxena S., *MS Office Xp for Everyone*, Vikas Publishing House, New Delhi, 2007.
- Coleman P., *Mbas Guide to Microsoft Office Xp*, New Age International (P) Limited, New Delhi, 2005.
- Nelson Stephen L., *Office Xp: The Complete Reference*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2001.
- Sagman S., *Microsoft Office Xp for Windows*, Pearson Education, New Delhi, 2006.

Instructions

The evaluation will be as follows:

Evaluation of practical will be done jointly by the external and internal experts and will be from 50 marks.

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106 (b) Workshop on Executive Communication

Objectives: To provide students written and oral communication skills that enable them to get placed in good positions.

Methodology: Practical and Activity Based. No Theory examination. Internal evaluation will be based on class performance and attendance. Internal Evaluation will be done after the completion of each Group.

Testing: Pre and Post Test for each Group, Classroom tasks, Activities, Quiz, Case Studies.

Group I: Writing and Speaking English

Parts of Speech, Resume Writing, Business Letters
Vowels, Diphthongs, Consonants, Consonant Clusters, Stress, Syllable, Syllabic Division, Connected Speech, Making Presentations

Group II: The Art of Communication

Verbal Communication: Effective Communication, Effective/Active listening paraphrasing, Feedback

Non Verbal Communication: Personality Enhancement, Body Language

Group III: The Hidden Data of Communication

The importance of feelings in communication, dealing with feelings, The importance of developing assertive skills, developing self-confidence, developing Emotional Intelligence, Dealing with People,

Group IV: Group Activities and World of Teams

Importance of Team work, working with Groups, Group Discussions, Group Decision-making

Group V: Getting Ready for Interviews

Corporate Dressing, Business Etiquettes, Media Etiquettes, Table Etiquettes

Group VI: Ethical Orientation

Ethical Dilemmas and Choices

Recommended Books:

1. **Infosys Campus Connect Soft Skills Participant Manual, Infosys Technologies Ltd. , Bangalore.**
2. **The Seven Habits of Highly Effective People - Stephen R. Covey.**
3. **Who Moved My Cheese - Dr. Spenser Johnson.**
4. **Seven Spiritual Laws of Success - Deepak Chopra.**
5. **I'm OK Y'ar OK – Erric Seghal**
6. **Emotional Intelligence - David Goleman**
7. **Working with Emotional Intelligence - David Goleman.**
8. **Good To Great - Jim Collins**
9. **Goal - Eliyahu Goldratt.**
10. **Only the Paranoid Survive - Andrew Grove**
11. **All the books in the “Chicken Soup for the Soul” series.**
12. **“Effective Group Discussion: Theory and Practice” by Gloria J. Galanes, Katherine Adams , John K. Brillhart**

(2014-15 & 2015-16)

13. “Effective Presentation”, 3rd Edition by Ros Jay, Antony Jay published by Pearson
14. Effective Presentation Skills (A Fifty-Minute Series Book) by Steve Mandel
15. Etiquette’s The Main Course on Dining Etiquette’’: A step-by-step guide to dining with confidence in the 21st Century, by David Rothschild
16. “The Complete Idiot’’s Guide to Etiquette” by Mary Mitchell – Published by Alpha Books
17. “Strategic interviewing” by Richaurd Camp, Mary E. Vielhaber and Jack L. Simonetti – Published by Wiley India Pvt. Ltd
18. Essentials of Effective Communication, Ludlow and Panthon; Prentice Hall of India.
19. Spoken English by V Sasikumar and PV Dhamija; Tata Mc Graw Hill
20. Developing Communication Skills by Krishna Mohan and Meera Banerji; MacMillan India Ltd., Delhi
21. Communication Skills by Ms. R. Datta Roy and K K Dhir, Vishal Publications, Jalandhar

Instructions

The evaluation will be done internally and will be from 50 marks.

107 Seminar on Environmental Management

Course Syllabus

Group I:

Environmental Management: Fundamentals-Sustainable Development, Implications of human population growth, Limits to growth; Environment and Business Schools; Energy Management: Fundamentals-Fossil Fuels use, Energy production and trade, Energy Balance; Ecosystem Concepts: Basic Concepts and their application in Business, Industrial Ecology and Recycling Industry.

Group II:

Environmental Management System: EMS Standards, ISO 14000. Environmental Auditing. Clearance/Permissions for establishing industry; Environmental Management and valuation: Environmental Accounting, Economics-Environmental Taxes Shifts, Green Funding, Corporate Mergers, Environmental Ethics; Environmental Management Trade & Environmental Management, Debt and Environment, GATT/WTO Provisions; Environmental Laws: Acts, Patents, IPRS, Role of NGOs, PIL

Group III:

Pollution & Waste Management - Air, Water, Land Pollution, Trade in Wastes; Water, Forest & Biodiversity Management: Water Resources, Dams and their role; Forest products and Trade. Role of Biodiversity in International Trade; Approaches to Corporate Ethics; Bio-ethics.

Recommended Texts

- Uberoi, N. K., *Environmental Management*, Excel Books, New Delhi, 2000.
- Pandey, G.N., *Environmental Management*, Vikas Publishing House, New Delhi, 1997.
- Gupta, N. Dass, *Environmental Accounting*, Wheeler Publishing, New Delhi, 1997.

Instructions

The evaluation will be done internally and will be from 100 marks comprising:

- Written report of assigned topic carrying 30 marks
- Class Participation and Attendance carrying 20 marks
- Presentation to be given on assigned topic. Evaluation of 50 marks will be based on Spoken skills Confidence, Body language & Dress code.

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201 Production & Operations Management

Learning Objective

The objective of this course is to have an understanding of Operational issues in organisations that include Designing, Acquiring, Operating, and Maintaining the facilities and processes; Purchasing raw materials; Controlling and Maintaining Inventories; and providing the proper labour needed to produce a good or service so that customers' expectations are met.

Course Syllabus

Group I:

Production & Operations management: concept, functions, 5 P's of Production. Operations Strategy, **Role & Responsibilities of operations manager**, Operations Management as an Inter-Functional imperative. **Manufacturing systems:** Types & Characteristics. **Product Planning and Design:** Concepts, Objectives, and Functions, Operations and the Life Cycle, Developing New Products.

Group II:

Facility Location – importance, factors in location analysis, location analysis techniques. **Facility Layout** – Objectives, Advantages, Basic Types of Layouts, Problems in facility layout. **Capacity Planning** – Concepts, Factors affecting Capacity Planning, Capacity Planning Decisions. **Material requirement planning:** procedures, advantages and disadvantages.

Group III:

Introduction to modern productivity techniques - just in time, Kanban system. Total Quality Management, Kaizen & six sigma. **Inventory Management**-Concepts, Classification, Objectives, Inventory Costs. **Inventory Control Policy:** Concepts & Factors Affecting Inventory Control Policy, Basic EOQ Model, Re-order Level, ABC Analysis. **Introduction to Statistical Quality Control:** Process Charts & Acceptance Sampling.

Recommended Texts

- Elwood S. Buffa, *Modern Production/Operations Management*, Wiley Series, 8th Edition.
- James R. Evans, David R. Anderson, Dennis J. Sweeney and Thomas A. Williams, *Applied Production and Operations Management*, West Publishing Company, International Edition, Minnesota.
- John O. McClain and L. Joseph Thomas, *Operations Management*, Prentice Hall-of India, New Delhi, 2nd Revised Edition.
- Kanishka Bedi, *Production and Operations Management*, Oxford University Press, 9th Impression, 2006.
- Lee J. Krajewski, *Operations Management*, Prentice-Hall of India, New Delhi, 8th Edition.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group. The internal paper will carry 50 marks and it will be distributed as follows:

- Two Mid-Semester Tests each carrying 10 marks
- Two Assignments each carrying 10 marks
- Class Participation and Attendance to be of 10 marks

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202 Research Methodology

Learning Objective

The objective of this course is to have a general understanding of Research Methodology as applicable to Business Management and its use and relevance in areas of Management Research. At the conclusion of the course students should be able to: (1) develop the skills to identify the appropriate statistical techniques for the analysis of data; and (2) learn how to collect, analyze, present and interpret research data.

Course Syllabus

Group I:

Research Methodology: Objectives, Role & Scope in Management Research, Process of Research; **Research Designs:** Exploratory, Descriptive & Experimental Research Designs and their Applications; **Sampling Design:** Concepts, types and their applicability; **Scaling Techniques** including Likert, Thurston, Semantic Differential Scaling techniques. **Tools & Techniques of Data Collection:** Primary & Secondary; Classification & Tabulation of Data.

Group II:

Testing of Hypothesis: Concept, types of hypothesis, significance level, degrees of freedom, Errors in hypothesis testing, Procedure of testing hypothesis; **Statistical Tests:** Chi-square test, t-test, ANOVA – 1 way and 2 way; **SPSS and Report Presentation:** Use of Statistical Package for Social Sciences, Report Writing - Mechanics of Report Writing, Preliminary pages, Main body and Appendices including Bibliography, Diagrammatic and Graphical presentation of Data.

Group III:

Minor Research Project on any social or economic or business problem.

Recommended Texts

- Amir D. Aczel & Jayavel Sounderpandian, *Business Statistics*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 6th Edition.
- Donald R. Cooper & Pamela S. Schindler, *Business Research Methods*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 9th Edition.
- Malhotra Naresh K, *Marketing Research: An applied Orientation*, Pearson Publishers,
- G. C. Beri, *Business Statistics*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2nd Edition.
- J. K. Sharma, *Business Statistics*, Pearson Education, New Delhi, 3rd Reprint, 2005.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into two groups, i.e., I & II. The question paper will consist of ten questions, five from each group. Candidates will be required to attempt five questions in all, selecting not more than three questions from each group.

The internal paper will carry 50 marks and it will be distributed as follows:

- Two Mid-Semester Tests each carrying 10 marks
- Project work carrying 25 marks
- Class Participation and Attendance to be of 5 marks

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203 Financial Management

Learning Objective

The objective of this course is to acquaint the students of management with the basic knowledge of finance function in a corporate enterprise. This course also highlights the emerging issues of corporate restructuring, mergers and acquisition decisions.

Course Syllabus

Group I:

Financial Management: An Overview, Goals and Functions of Finance and its relationship with other functional areas, **Concepts in Valuation:** Time value of money as basis of financial decision making, Risk and Return-Concept of risk, relationship between return and risk, CAPM.

Group II:

Capital Investment Decision making: Estimation of Cash Flows, Discounted and Non-Discounted Cash Flow Techniques for appraising capital investments, Risk Analysis in Capital Budgeting. **Working Capital Management:** An Overview, Determinants, Working Capital Cycle, Financing Working Capital needs. Management of Cash, Receivables and Inventories.

Group III:

Cost of Capital, Leverage: Operating Leverage and Financial Leverage. **Capital Structure** and firm's value: Theories, MM Hypothesis, Optimization of Capital Structure. **Dividend Policy** and firm's value: Walter model, Gordon model & MM Theory. **Corporate Restructuring:** Mergers and Acquisitions, motives, legal procedure and evaluation.

Recommended Texts

- J.J. Hampton, *Financial Decision Making: Concepts, Problems and Cases*, Prentice-Hall of India, New Delhi, 4th Edition.
- Khan and Jain, *Financial Management*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 4th Edition.
- Stephan A. Ross, Randolph W. Waterfield and Jeffery Jaffe, *Corporate Finance*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 7th Edition.
- Richard A. Brealey and Stewart C. Meyers, *Principles of Corporate Finance*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 6th Edition.
- Prasanna Chandra, *Financial Management (Theory & Practice)*, Tata McGraw Hill
- Brigham, *Financial Management : Text & Cases*, Cengage Learning

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

- Two Mid-Semester Tests each carrying 10 marks
- Two Assignments each carrying 10 marks
- Class Participation and Attendance to be of 10 marks

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204 Management of Human Resources

Learning Objective

The student should be able to critically analyze organizational situations, prescribe courses of action necessary for problem solving, and integrate the steps necessary for effective implementation. Upon completion, the student should be able to indicate and explain various human resource management interventions that may be required when dealing with the work environment, people, and problems.

Course Syllabus

Group I:

Personnel Management: Concept, scope, functions, importance and Personnel Policies.

Human Resource Management: Concept, Function and Role of an effective HR manager, HR Vs. Personnel management. **Strategic Human Resource Management:**

integration of business strategies with HR strategies. **Procurement:** Job analysis and design, Recruitment and selection, Placement, Induction, Promotion, Managing Separation. **Human Resource Planning.**

Group II:

Executive Development and Training: Meaning & Concept of Training & Development, Methods of Training & Development, Difference Between Training & Development.

Retention of Talent. Performance Appraisal: Methods, performance Vs. Potential Evaluation. **Job evaluation. Compensation management:** Basic Remuneration, Incentives, Sharing Productivity Gains and Profits, Employee Stock Option Plans.

Group III:

Motivation In Action: Empowerment, Quality of Work Life- Strategies for improving QWL, Quality Circles. **Grievance Handling,** Disciplining. **Industrial Relations:** Meaning & Concept of Industrial Relations. A brief idea of **Trade Unionism. Counseling** of the employees. **Conflict & Stress management. Global Human Resource Management.** Role of HRM in mergers and acquisitions.

Recommended Texts

- Garry Desseler, Human Resource Management, Prentice-Hall of India Pvt.Ltd.' New Delhi, 10th Edition.
- Edwin B. Flippo, Personnel Management, McGraw-Hill Book Company, 6th Edition.
- V.S.P.Rao, Human Resource Management, Excel Books, 2nd edition
- K. Aswathappa, Human Resource Management, Tata McGrawHill
- Raymond Noe, Wright, Gerhart & Hollenbeck, Human Resource Management- Gaining A competitive Advantage, Tata McGraw-Hill Publishing Company Ltd.' New Delhi, 5th Edition, 2007

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

- Two Mid-Semester Tests each carrying 10 marks
- Two Assignments each carrying 10 marks
- Class Participation and Attendance to be of 10 marks

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205 Marketing Management

Learning Objective

The student should be able to critically analyze organizational situations, prescribe courses of action necessary for problem solving, and integrate the steps necessary for effective implementation. Upon completion, the student should be able to indicate and explain various human resource management interventions that may be required when dealing with the work environment, people, and problems.

Course Syllabus

Group I:

Nature, scope, Concepts of marketing, marketing tasks, Modern Concepts of marketing, marketing Environment and Environment Scanning, Marketing Information System and Marketing Research, Consumer Behaviour: Factors Influencing Consumer Buying Behaviour, Buying Process, Market Segmentation, Targeting and Positioning.

Group II:

Product Decision: Product Mix, Product Life Cycle, New Product Development. Branding and Packaging Decisions, Pricing Methods and Strategies. Promotion Mix Decision: Advertising, Sales Promotion, Public Relations, Personal Selling, Direct marketing.

Group III:

Channel Management: Types & Functions, Selection, Emerging Issues in Marketing: Green Marketing, Holistic Marketing, Network Marketing, Event Marketing, Viral Marketing, Buzz Marketing, Retail Marketing, CRM, Online Marketing.

Recommended Texts

- Kotler Philip, *Marketing Management*, Prentice-Hall of India 14th Edition, New Delhi,.
- Saxena Rajan, *Marketing Management*, Tata McGraw-Hill Publishing Co Ltd., New Delhi, 4th Edition.
- MCDaniel, Lamb, Hair, *Introduction to Marketing*, Cengage Learning.
- Kleith Blois, *Text book of Marketing*, Oxford university press.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

- Two Mid-Semester Tests each carrying 10 marks
- Two Assignments each carrying 10 marks
- Class Participation and Attendance to be of 10 marks

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Learning Objective

The objective of this course is to acquaint the students with computer aided accounting information system -Tally.ERP 9 and to provide them a first hand knowledge on the procedure of analyzing, recording and reporting of financial transaction in Tally.ERP 9

Course Syllabus**Group I:**

BASICS OF ACCOUNTING: Introduction, Accounting Principles, Types of Accounts, Financial Statements, Transactions - Recording Transactions. **FUNDAMENTALS OF TALLY.ERP 9:** Introduction, technological Advantages, Getting Functional with Tally.ERP 9, Setting up of Company in Tally.ERP 9, Configurations. **CREATE ACCOUNTING MASTERS IN TALLY.ERP 9 :**Chart of Accounts

Group II:

CREATING INVENTORY MASTERS IN TALLY.ERP : Creating Stock Groups, Displaying Stock Category, Altering Stock Category. Units of Measure, Godowns - Creating Godowns, Displaying Godowns, Altering Godowns . Stock Items - Creating Stock Items, Displaying Stock items, Altering Stock items. Voucher Types: creating Voucher Type, Displaying Voucher Type, Altering Voucher Types. **VOUCHER ENTRY IN TALLY.ERP 9 :**Accounting Vouchers, Inventory Vouchers - Purchase Order, Sales Order, Rejections Out, Rejection In, Stock Journal, Delivery Note, Receipt Note, Physical Stock Voucher. **GENERATING BASIC IN TALLY.ERP 9 :** Financial Statements - Balance sheet, Profit & Loss A/c, Trial Balance. Accounting Books & Reports - Cash Book, Bank Book, Purchase Register, Sales Register, Journal Register, Debit Note Register, Credit Note Register, Day Book. Inventory Books & Reports - Stock Summary, Stock Item Summary, Stock Group Summary, Stock Transfer Register

Group III:

MULTILINGUAL CAPABILITIES: Configuring Tally.ERP 9 for Multilingual Capabilities, Creating Masters, Stock Item, ledgers, Entering Transactions - Creating Purchase Invoice, Sales Invoice, Printing Sales Invoice, Generating Reports - Display Stock Summary, Display Profit & Loss Account, Printing Confirmation Letter in Multiple Languages. **TECHNOLOGICAL ADVANTAGES OF TALLY.ERP 9:** 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. ODBC Connectivity, Upload, Mass Mailing, Printing Reports

Recommended Texts

- Nadhani, Tally .ERP 9 Training Guide: Financial Accounting: Invoicing & Inventory, Bpb (2009)
- Tally.ERP 9 Series A Release 1.0 Release Notes
- TDL Reference Manual
- Soumya Ranjan Behera, **Learn Tally.Erp 9 In 30 Days, B.K.Publications PVT LTD**
- Tally .ERP 9 in Simple Steps: KOGENT LEARNING SOLUTIONS INC.

Instructions

The evaluation will be done internally and will be from 100 marks.

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207 Seminar on Business Ethics

Course Syllabus

Group I:

Introduction to Ethics and Values and their importance in Business. Ethics and Social systems. Social responsibility of Business, Ethical conflicts, Whistle blowing. Corporate governance

Group II:

Ethics and organisations, Ethics in human resource management and organisational culture; Ethics in marketing, Ethics in finance, Ethical codes and incentives in corporate sector.

Group III:

Broader ethical issues in society-- corruption, ecological concerns, discrimination on the basis of gender, caste or race; ethics and information technology, impact of Govt. policies and laws on ethics, resolving ethical dilemmas.

Recommended Texts

- Sekhar, R.C., *Ethical Choices in Business*, Response Books, New Delhi, 1997.
- S.K.Chakraborty, *Managerial Transformation by Values*, Sage Publications, New Delhi, 1993.
- Ananta K. Giri, *Values, Ethics and Business: Challenges for Education and Management*, Rawat Publication, Jaipur.

Instructions

The evaluation will be as follows:

- Maximum Marks: 100
- Internal Assessment: 100

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