OBJECTIVES

The purpose of this course is to help the students understand management functions, to familiarize themselves with the practice of management, to develop an understanding of behaviour process of the organizations as a whole, and to cultivate an insight into the individual behaviour at workplace.

UNIT-I
Meaning, Nature and Scope of Management; Emergence of Management Thought; Classical, Neo-Classical and Modern Theories; Roles, Skills and Responsibilities of Managers; Universality of Management Principles; Functions of Management; Comparative Management - Japanese, American and Indian.

UNIT-II
Planning and Decision Making - Process, Premises, Types of Plans; Decision Making - Process, Types of Decisions, Creativity in Decision Making, Techniques; Control - Process and Techniques.

UNIT-III
Organizations - Meaning, Principles, Types of Organizations; Organizational Behaviour - Meaning and Scope; Models of OB; Contributing Disciplines to OB: Emerging Challenges for OB: Organizations as Social Systems.

UNIT-IV
Foundations of Individual Behaviour; Individual Differences; Basic understanding of Attitudes, perception, Personality, and Learning; Work Motivation - Theories and Applications; communication - Process, Forms, Barriers and Effectiveness.

UNIT-V
Group Dynamics - Overview of Groups, Types, Stages, Group Decision - making; Interpersonal Relationship; Inter-group Dynamics - Interactions, Influencing Factors; Leadership Concept, Theories, and Effectiveness.

SUGGESTED READINGS:

5. Gregory Moorhead and Ricky W Griffin; Organizational Behaviour - Managing People and Organizations, Jaico Pub. Ouse, Bombay, 200
7. Prasad, LM; Organizational Behaviour; Sultan Chand & Sons, New Delhi, 202

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
OBJECTIVE:
The Objective of course is to make the students familiar with some basic quantitative techniques. The main focus however is in their application in business decision-making.

Unit-I:
Management Science: Executive problems, Scope for quantification, Translating Business problems into mathematics, Concept of Limits, Rate of change - derivatives and finite difference (simple problems) First Differential of a monomial. x+y, x, x y types. Concept of Maxima and Minima.

Unit-II:
Graphical and Tabular representation: Concept of a function, Role of functional analysis in business, inequalities and their representation on graphs, Concept of Interrelation - Continuous functions. Integration of Simple function problems, differentiation under the integral signs.

Unit-III:

Unit-IV:
Estimation - Point Estimation and Internal Estimation
Hypothesis Testing - One Sample test, two sample test, Z test, t-test, Chi² Sq. test.
Simple Regression and Correlation: Estimation using Regression line, Correlation Analysis Introduction to Multiple and Partial correlation.

Unit-V:
Time Series:
Variations in Time Series, Trend Analysis, Cyclical Variation, Seasonal Variation.
Index Numbers:-
Unweighted Aggregate. Weighted Aggregate. Weighted Aggregated Index, Average of Relative methods, Quantity and Value Indices.

References:
1. Dean, Sasieni, Gupta Mathematics for modern Management
2. M. Rathrachri Mathematics for Management
COURSE NO. 103  MANAGERIAL ECONOMICS

OBJECTIVE OF THE COURSE:
The objective of this course is to make the students conversant with such basic concepts and tools of economic analysis, which have an important bearing on managerial decision-making, which would enable the students to understand the economic forces governing industry and business. The main purpose of the subject is to acquaint the students with the basic concepts and tools of micro-economic analysis which have managerial application. At the same time the students are expected to be familiar and with the economic system within which the decisions are taken:

Unit-I
THE BACKGROUND:-
  The economic background to management: Economics as discipline, the economic problems, the circular flow of economic activities, functions of economic system and the role of price mechanism. The business firm and its objective:-

References:
  1. L. Robbins:- An Essay on the Nature and Significance of economic Science, Chapters-II & III
  2. Christopher:- Savage and John R. Small: Introduction to Managerial Economics, Chapters I & II.
  3. Leftwich Price System and Resources Allocation.

Unit-II
INTRODUCTION:-

REFERENCES:-
W.W. Haynes` V. L. Mote and S. Paul: Managerial Economics, Analysis and Cases. Chapter-I and II.

Unit-III:
DEMAND ANALYSIS:
The Elementary Economics and Demand, Law of Demand, The Elasticity of Demand Price Elasticity of Demand, Income Elasticity of Cross-Elasticity of Demand, Promotional Elasticity of Demand, Demand Forecasting; Approaches to Forecasting, Forecasting Methods.

References:
  1. Haynas, Mote and Paul, op. cit, Chapters 4 & 5.
  2. Joel Dean, Managerial Economics, Chapter 4.

References:


Unit-V:

PRICING:-


Pricing in various markets: Perfect Competition, Monopoly, Monopolistic, Competition Oligopoly.

REFERENCES:-

1. K. P. M. Sunderam:- Indian Economy.
2. K.K. David:- Indian Economy
5. H. Craig Petersen W. CrisLewis:- Managerial Economics.
Master of Business Administration 1st Semester

COURSE CONTENTS:

UNIT I:
2. History of Indian Business, Medieval and Modern Era, Contemporary Business Scene in India.

UNIT II:

UNIT III:
6. Social Change in India, Urbanization, Middle Class Revolution, Caste and Communal Tensions, Indian Psyche Gender and Social Inequalities, Indian Cultural Ethos and Global Culture, Westernization and Sanskritisation.

UNIT IV:

UNIT V:
9. Multinational Corporations, Public Sector and Privatization, Attracting Foreign Investment, MNCs and Nation States, WTO.
10. Future outlook for society, Polity and Economy Business in 21\textsuperscript{st} Century, ecology and Sustainable Development.
PRACTICAL SESSIONS

UNIT-I
Concept of Values; Types of Values; Human Values in Management; Relevance of Values in Modern Management; Values for Managers.

UNIT-II
Leadership and Human Values; Inter-personal Relations and Human Values; Stress Management and Human Values; Team Building and Values.

UNIT-III
Indian Insights into TQM; Work Ethos; Indian Culture and Spirituality — Lessons for Management.

UNIT-IV
Techniques for improving inner capacity — Meditation, Yoga, Silent Sitting and Singing; Spirituality and work;

UNIT-V
Dominant Indian Values and Organizational Effectiveness; Need for Values in Global Change — Indian Perspective: Teaching Ethics in Management Schools.

SUGGESTED READINGS


The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
UNIT-I

UNIT-II
Trial Balance and Preparation of Final Accounts (including manufacturing account) relating to Sole Proprietor. Elementary Introduction of Final Accounts of a company.

UNIT-III
Depreciation, Concepts, Methods of Changing Depreciation.

UNIT-IV
Ratio Analysis.

UNIT-V
Fund Flow Statement.

SUGGESTED READINGS:

1. M.C. Shukla T. S. Grewal - Advanced Accountancy
3. S. N. Maheshwari - Fundamental of Accounting
   (Problems and Cases to be announced in the class-room).
Objective:

The main aim is to introduce the students with the computer, its applications, and logic development for programming and application softwares used in the different offices.

COMPUTER FUNDAMENTALS:

History of Computers, Classification of Computers, Simple Model of a Computer, Input/Output Devices, Memory Devices, Software & Hardware, Representation of numbers within the Computer, Computer Languages: Machine Language, Assembly Language, High Level Languages; Programme Translators, Compiler, Assembler, Interpreter; Data Storage; Fields, Records, Files and File Organizations; Concept of Operating System and their types.

LOGIC DEVELOPMENT

Basic and comple4x flow charts, Types of decision tables, Number of problems based on Flow Charts and decision tables.

MODES OF DATA PROCESSING AND SOFTWARE DEVELOPMENT PROCESS

Computer software system, software development cycle, file design & report design, data files types and organization, master and transaction files, relevance of Data Base Management Systems and Integration of Applications, Data hierarchy, and data file structure, Role of DBA.

COMPUTER NETWORKS AND INTERNET


P.C. SOFTWARE (Latest Versions)

I. Operating systems: DOS and Windows
II. M. S. Office; Word, Excel, Power Point, Access and Tally.

BOOKS RECOMMENDED

1. R. K. Taxali - PC Software Made Simple
3. Alexus Leon & Mathews Leon - Internet in a Nutshell
Master of Business Administration 1st Semester
O.D. is an emerging behaviour discipline that provides a set of Methodologies for systematically bringing about organization change and improvement. It helps to understand the dynamics of changes, both inter and intra to the organization, effecting the functioning of organization and develop sensitivity to improve the effectiveness. After the study of this course, the students would be able to apply the knowledge of behavioural science in solving socio-technical problems as well as improving and maintaining the effectiveness of the organization.

Unit I: -

Management of Change:- Organization culture, socialization process, dimension of change, change process, change agent-skills and relationship with client, implementation of organizational change-strategies for change.

Unit II: -

Organizational effectiveness, concepts, approaches and its determinants, organizational diagnosis Methods, collection of data and identification of problems. Organizational stress causes, effects and coping with stress.

Unit III: -

Organizational development: - Definition, objectives, characteristics, models of OD, action research, stages of OD programme, underlying assumptions and values.

Unit IV: -

OD Interventions I: - Meaning, types of interventions; sensitivity training, life and career planning, role analysis technique, organizational mirroring, transactional analysis, third party peace making, counseling, learning styles and development.

Unit V: -

OD Interventions II : MBO, managerial grid, team building, likert systems four, confrontation meeting, process consultation, survey feedback, Institutional building.

Suggested Readings:

OBJECTIVE: -

The Objective of this course is to introduce the participants of MBA programme of the Quantitative School of management. This is a general course, not a specialized one. The important tools, techniques and methods of Operation Research will be discussed with their business applications. The mathematical rigor of the course will be comparatively low.

Unit I :-


Unit II:-

Linear Programming Problem formulation, Graphic Method, Simpex Method (solving Maximization problem with less than equal to constraints). Duality theory, Transportation Problem. Assignment Problem.

Unit III :-

Inventory Management:- Definition of Inventory, Costs associated with Inventory Elementary, Models of Inventory (First Six Models from Introduction to Operations Research by Churchman, Ackoff and Arnoff), Numerical Problems based on the models. Waiting Lines:-Applications of waiting lines, queue disciplines, derivations of Average length, number of units in the queue, Average waiting time for single service station, Simple numerical Problems based on these derivations.

Unit IV :-

Competitive Strategies Theory of Games, Duopoly Two Person Zero Sum Game, Pure and Mixed Strategies, Criteria of choosing strategies and simple numerical problems based on these.

Unit V :-

Replacement Techniques of capital budgeting capital replacement capital at Items that fails completely, staffing problem (Numerical Problems bases on references No.2). Simulation:- Application of Simulation Monte Carlo Technique for solving ECO Problems and other simple OR problems, Simulation and EDP.

References:-

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<th>No.</th>
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<td>2</td>
<td>Sasieni, Yaspui, Friedman</td>
<td>Methods and Problems.</td>
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<td>Churchman, Ackloff, Arnoff</td>
<td>Introduction to Operations</td>
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<td>4</td>
<td>Wanger</td>
<td>Principles of Operations Research</td>
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<td>5</td>
<td>Gupta and Sasieni</td>
<td>Mathematics for Management.</td>
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</table>
1. HUMAN RESOURCE MANAGEMENT: -


2. HUMAN RESOURCE PLANNING: -


3. TRAINING AND DEVELOPMENT: -


4. WAGES AND SALARY ADMINISTRATION: -


5. MAINTENANCE AND DISCIPLINING THE EMPLOYEES: -

Maintenance and Disciplining the employees. Discipline meaning and importance. Employees grievance handling mechanism and procedure. Disciplinary action dismissal and retrenchment. Recent Trends in maintaining health and safety of employees in the organization.

References: -

1. Edwin B. Flippo :- Principles of Personnel Management
2. Keith Davis, Human Relations at work.
<table>
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<tr>
<th></th>
<th>Personnel and Human Resource Management (2&lt;sup&gt;nd&lt;/sup&gt; ed.)</th>
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<td>David A. De Cenzo and Stephen P. Robbins</td>
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|   | Human Resource Development. |

|   | Personnel and Human Resource Administration |

|   | Personnel Management and Industrial Relations |

|   | The Human Side of Enterprise |

|   | Personnel Management. |
Unit I: - Introduction: -

Introduction, meaning and definition of financial management, functions of financial manager, objective of the firm.

Unit II: - Investment Decision: -

(i) Capital Budgeting: - A definition and concept of capital budgeting, importance of capital budgeting methods of appraisal - Pay back, average rate of return, IRR and NPW methods. A comparison in IRR and NPV.

(ii) Cost of capital, importance, definition and concept, measurement of cost of capital of a specific source and overall cost of capital.

Unit III: - Financing Decision: -

(i) Operating and financial leverage, EBIT ÷ IPS analysis, combined leverage.

(ii) Capital structure theories, NI and NOI approach, N.M. Approach, Traditional Approach, capital structure designing, stability in dividends, factors influencing, capital structure.

Unit IV: - Dividend Decisions: -

(i) Dividend decisions: Relevance and irrelevance of dividend decision, Walter model, Gordon models.

(ii) Dividend Policy in Practice: Dividend payout ratio, stability in dividends, legal contractual and internal constraints: Owners consideration and capital market considerations, types of dividends. Stock dividends.

Unit V: - Working Capital Management ñ Overview.

References: -

1. Gunman & Dougle Corporate Financial Policy.
4. I.M. Pandey Financial Management.

205: MARKETING MANAGEMENT.
OBJECTIVE:
The objective of this course is to help the participants to understand the conceptual framework of marketing management. It also intends to expose the participants to the various decisions the marketing managers in India are required to take under various environmental conditions.

COURSE CONTENTS:

UNIT ņ I:

UNIT ņ II:

UNIT ņ III:

UNIT ņ IV:
Promotion decisions – promotion mix, advertising, sales promotion, publicity and personal selling. Channel management – selection, cooperation and conflict management, vertical marketing – implementation and systems.

UNIT ņ V:
Organizing and implementing marketing in the organization. Evaluation and control of marketing efforts. New issues in marketing – Globalization, Consumerism, Green marketing, Legal issues.

SUGGESTED READINGS:
OBJECTIVE:

This Course is oriented towards the exposition to the various operational problems in the area of Production. The Stress in the Course is on various techniques available for discharging the responsibilities as operations manager.

Unit İ I:

The Operations Management System, Responsibilities of operations personnel, Basic Manufacturing Process İ Continuous Intermittent and Repetitive flaws of processing.

Unit İ II:

Methods of forecasting demand İ Opinion Method, Time Series Analysis, Economic Indicators. Inventory Control İ Costs associated with inventory control systems, Economic Order Quantity. Purchasing function, Source selection, Vendor rating, Value analysis.

Unit İ III:

The Production Control System for intermittent and continuous flor processes. Project Scheduling PERT / CPM Method İ Network analysis, earliest and latest time analysis. Gantt Charts.

Unit İ IV:

Acceptance Sampling by Attributes İ Single Sample, double sample and multiple sample plans with sated risk. Control Charts for variables İ averages and ranges. Control charts for defectives İ fraction defective and numbers defective.

Unit İ V:


References :

| 2. E.S. Buffa                | Modern Production Management.            |

Master of Business Administration (MBA) 2nd Semester
OBJECTIVE:

To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

Unit I:

Nature and scope of Research Methodology; Problem Formulation and Statement of Research Objectives; Organization Structure of Research, Research Process.

Unit II:

Research Designs - Exploratory, Descriptive and Experimental Research Design;

Unit III:

Methods of Data Collection - Observational, Survey case Method; Questionnaire Design; Attitude Measurement Techniques; Motivational Research Techniques.

Unit IV:

Sample Design; Selecting an Appropriate Statistical technique; Field Work and Tabulation of Data.

Unit V:

Analysis of Data; Techniques for Data Analysis - ANOVA, Discriminant Analysis, Factor Analysis, Conjoint Analysis, Multidimensional Scaling and Clustering Methods; Research Application.

SUGGESTED READINGS :-

5. Goswami, P. R. Statistical Information Systyem and Librries, New Delhi, Ammol Pub., 1996.

The List of cases and specific reference including recent articles will be announced in the class at the time of launching of the course.

301: - STRATEGIC ANALYSIS
**MODULE – I: STRATEGIC FRAMEWORK:**

Introduction to strategy, strategic planning process, strategic decision-making, business definition, goal setting, policy formulation, mission and objectives.

**MODULE - II : ANALYSING RESOURCES, CAPABILITIES AND COMPETENCIES :-**

Strength and weaknesses, Objectives, strategy, structure, finance, marketing, production, human resource, research and development, value chain analysis, benchmarking, the balanced score card, competitive advantage and core competence.

**MODULE – III: EXTERNAL ANALYSIS :-**

The environment of the firm, strategic posture, environmental forecasting, customer and competitor analysis.

**MODULE – IV : STRATEGIC ALTERNATIVES :-**

Grand strategies, diversification and integration, merger, turnaround, divestment, liquidation and combination strategies.

**MODULE – V: Corporate portfolio analysis, industry, competitors and SWOT analysis.**

Subjective factors in strategic choice.

**SUGGESTED READINGS**

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302 – MANAGEMENT INFORMATION SYSTEM

Objective: This course is aimed at to acquaint the students with applications of Information Systems in business world, development life cycle of MIS, its development tools and decision-making.

I. INTRODUCTION TO MIS: -

Emergence of MIS; What is MIS, MIS Sub-Systems; Role of Computers in MIS; Computer and Management Functions; Computer-based system (e.g. Financial Accounting, Inventory Control Personnel and marketing).

II. MANAGEMENT AND DECISION MAKING: -

Decision making; Types of Decisions; Decision-Making Process; Decision-making Techniques: O.R. and Management Decision-making; Transportation Models; Assignment Models; PERT/CPM Network Analysis.

III. SYSTEM DEVELOPMENT: -


IV. INTEGRATED COMPUTERS TO INFORMATION SYSTEM: -

Database Management System (DBMS), types of DBMS, concepts of Entities, attributes and relations; Three levels of DBMS, Advantages and disadvantages of DBMS; Data Models (Hierarchical, Network and Relational); Relation of types in entities and attributes; Functional Dependencies; Normalization of Data (1 NF, 2nd NF and 3rd NF), Role of Data Base Administrator (DBA);

Introduction of packages used for development of MIS (only introductory level):

1. RDBMS Packages (back end tools): ORACLE and MS Access.
2. GUI packages (front end tools) : Developer-2000, Power Builder, and Visual Basic.

V. SOCIO-LEGAL ASPECTS OF COMPUTERRISATION: -

Social dimension of Computerization; Computer Viruses; Computer Crimes;
Legal Dimensions of Computerization.
Unit – I: INDUSTRIAL RELATIONS:

Unit – II: TRADE UNIONISM:

Principal defects in Trade Union Movement in India measure to strengthening the Trade Unionism in India.

Unit – III: INDUSTRIAL DISPUTES, PREVENTION AND SETTLEMENT OF I.D. IN DELHI:

Unit – IV: COLLECTIVE BARGAINING:

Unit – V: WORKER PARTICIPATION IN MANAGEMENT IN INDIA:

BOOKS RECOMMENDED
1. Mathus A.S. Labour Policy and Industrial Relations in India.
2. Dr.Bhagaliwal T.N Economics of Labour and Social Welfare.
4. Mehrotra S.N. Labour Problems in India.
5. Punckar S.A.                       Industrial Peace in India.
6. Singh V.B.                        Industrial Labour in India.
7. Lester I.A.                          Economics of Labour.
8. Mecheal V.P.                         Industrial Relations and Workers Involvement in Management in India.

HRM – 02.          ADVANCED INDUSTRIAL PSYCHOLOGY

This course has been designed to provide certain deep insights into certain concepts of Industrial Psychology. At east one question from each part is to be attempted by the students in the examination.


Unit Ṫ II:-   Attitudes and Human Engineering:- Meaning; Components of attitudes, attitudes measurement and change, cognitive dissonance theory; measurement the A-B relationship. Human Engineering î work study, time study, motion study, job enlargement; job enrichment. Total Quality Management. Total Quality People.

Unit Ṫ III:-   Learning & Development:- Definition, theories; classical conditioning operant conditioning, conditions of learning development process.

Unit Ṫ IV:-   Personality and Interpersonal Relationship:- Meaning, theories of personality. Interpersonal Relationships and group dynamics. Determinants of interpersonal relationships; management of interpersonal relationships, group dynamics formal, informal groups, groups decision-making; group think & group shift.

Unit Ṫ V:-   Fatigue, Monotony, Bordomô Safety, Accidents, Organizational stress causes, major effects and coping with stress, work and equipment design, working conditions.

READINGS: -
5., Maier, Applying Psychology, understanding Psychology in Industry, Oxford & IBH.
Master of Business Administration (MBA)

HRM-06 :- LABOUR LEGISLATIONS.

Unit-V:- The Factories Act, 1948.

BOOKS RECOMMENDED:-

MM-02 ADVERTISING MANAGEMENT:

Objectives:
The aim of the paper is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing and effective advertising Programme.

Course Contents:-

UNIT-I

UNIT-II
Theory of Cognitive Dissonance and Clues for Advertising Strategies: Simulation of Primary and Selective Demand ï Objective Setting and Market Positioning.

UNIT-III
Danger Approach ï Determination of Target Audience; Building of Advertising Programme ï Message, Headlines, Copy, Logo Illustration, Appeal, Layout; Campaign Planning; Media Planning.

UNIT-IV

UNIT-V

Suggested Readings:-

MM-01: MARKETING RESEARCH:

OBJECTIVE:-

The course I intended to help students planning to become marketing executives to develop their thinking about the nature of research in marketing to get acquainted with various research concepts, techniques and procedures, and to develop their ability to conduct, evaluate, use and present research findings.

COURSE CONTENTS

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V
Master of Business Administration (MBA)

MM-306: STRATEGIC MARKETING

Objective:

The basic objective of this course is to develop skills for analyzing market competition and design appropriate competitive strategies for higher market share.

UNIT-I

UNIT-II

UNIT-III
Market Follower Strategies; Market Nicher Strategies.

UNIT-IV

UNIT-V
Industry Segmentation and Competitive Advantage; Product Differentiation and Brand Positioning, Competitive Pricing, Competitive Advertising, Role of Sales Promotion in Competitive Marketing.

Suggested Readings:-
Master of Business Administration (MBA)

FM-01 INDIAN FINANCIAL SYSTEM

OBJECTIVE: The objective of this Course is to provide an in-depth insight to the students in the Structure, organization and working of the financial system in India.

COURSE OUTLINE:-

Unit-I
Role of Financial Institutions in Capital Formation and Economic Growth.

Unit-II
Reserve Bank of India:- Organization, Management, Functions - Credit Creation and Credit Control, Monetary and Fiscal Policy.

Commercial Bank:- Meaning Functions, Management, and investment policies of commercial Banks: Recent trends in the activities of Commercial Banks.

Unit-III
Financial Sector Reforms in India:- Narasimham Committee Report-1 Narasimham Committee Report-2

Unit-IV
Insurance Organizations: Objective, Role of Investment Practices of LIC and GIC.

Unit Trust of India: Objective Functions: Various Schemes of UTI and Role of UTI in Industrial Finance.

Unit-V
Interest Rate Structure: Determinants of Interest rate structure differential interest Rate. Recent charges in interest rate structure.

Indian Money Market: Meaning, Constituents, Instruments and Functions of money Market, and recent trends in Indian money market.

Suggested Reading:
FM-02 SECURITY ANALYSIS & INVESTMENT MANAGEMENT

Unit-I-

Stock Market: Nature and functions, Organization of stock exchanges, statutory, regulations of stock of exchange listing requirements and importance of listing.

Unit-II

New Issues Market, Securities & Exchange Board of India (SEBI), under writing of securities.

Unit-III


Unit-IV

Technical Analysis, the Theory Types of Trends Chart patterns, their interpretations.

Unit-V

Portfolio Management, Goals and objectives, Establishing income portfolio strategies in Portfolio Management.

References:

1. IFMR Investment Management
2. Publication of RBI nd Stock Exchange Directories.
3. Investment, Frederic Amling.
5. Fisher & Jordan.
FM-07 ADVANCED FINANCIAL MANAGEMENT

Unit-I

Capital Budgeting under risk and uncertainty, Risk, Concept, Measures of Risk Standard Deviation: and Co-efficient of Variations Decision Tree.

Unit-II

WORKING CAPITAL MANAGEMENT


MANAGEMENT OF CASH

Objectives, Need of Cash Management, Cash Management Tools, Cash Budeget.

Unit-III

Management of Receivables and Inventory, Credit Terms, Credit Policies, Collection Policies, Objectives of Inventory Management, Inventory Management Techniues.

Unit-IV


Unit-V

Merger and Amalgamations, Take over code, Legal and Procedural aspects of merger decisions.

FINANCING CURRENT ASPECTS;

Sources of long-term Finance. External Sources and internal sources of finance.

References:
This is a follow-up course in Strategic Analysis. The two courses are designed to provide a framework for integrating the knowledge acquired by a student in diverse foundation and functional courses offered throughout the two-year M.B.A. programme. The problems considered and the approach developed in dealing with them are those of the top management case studies and other participative methods of instruction will be extensively used for developing knowledge skills, and attitudes relevant to policy formulation and administration.

**Unit I:**
Interdependence of formulation and implementation of Corporate Strategy.

**Unit II:**
Organization structure, Resource commitment.

**Unit III:**
Analyzing strategic change.

**Unit IV:**
Pattern of leadership and implementation of selected strategies.

**Unit V:**
Strategic evaluation and Control.

**Note:** Every students have to make an oral and written presentation on the organization in which he/she undergoes two months ‘On-the-Job Training’ for Internal Assessment in the subject.

**SUGGESTED READINGS**

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FM – 10: PROJECTS PLANNING, ANALYSIS AND MANAGEMENT.

Objective: -

The basic purpose of this course is to understand the framework for evaluating capital expenditure proposals, their planning and management in the review of the projects undertaken.

Course Contents: -

Unit 1. Generation and Screening of Project Idea; Capital Expenditure; Importance AND difficulties;

Unit 2. Market Demand and Situational Analysis; Technical Analysis; Financial Analysis;

Unit 3. Analysis of Project Risk; Firm Risk an Market Risk; Social Cost Benefit

Unit 4. Analysis; Multiple Projects and Constraints; Network Techniques for Project Management; Project Review and Administrative Aspects;

Unit 5. Project Financing in India; Problem of Time and Cost Overrun in Public Sector Enterprises in India Assessment of the Tax Burden; Environmental Appraisal of Projects.


The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.
OBJECTIVE: -

The objective of the course is to expose the students to the rural market environment and the emerging challenges in the globalization of the economies.

UNIT ū I: -

Nature, characteristics and the potential of rural markets in India. Socio-cultural, economic & other environmental factors affecting rural marketing. Attitudes and behaviour of the rural consumers and farmers.

UNIT ū II: -

Marketing of consumer durables and non-durable goods and services in the rural markets with special reference to product planning, media planning, planning of distribution channels and organizing personal selling in rural markets in India. Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors.

UNIT ū III: -


UNIT ū IV: -

Role of warehousing. Determination of agricultural prices and marketing margins. Role of agricultural price commission. Role of central and state governments. Institutions and organizations in agricultural marketing.

UNIT ū V:-

Unique features of commodity markets in India. Problems of agricultural marketing. Nature, scope and role of co-operative marketing in India.

Suggested Readings: -

1. Morleg J.E. Agricultural Products and their marketing.
4. Taylor H.C. : Agricultural Economics,
Gupta, A.P. "Marketing of Agricultural Products in India."
Human Resource Development

Unit I:

Unit II:
- HRD & the Supervisor: The HRD Matrix, Role of line managers in HRD, Line Managers and Appraisal Systems, Career Systems, training systems, work systems, cultural systems and self-renewal systems.

Unit III:

Unit IV:
- Counseling and Monitoring: Concept, Objectives and Processes, Listening and Asking, Nurturing and helping.

Unit V:
- HRD Culture & Climate: Concept, HRD and Organizational Climate, Elements and Measurement of HRD Climate, Determinant of HRD Climate.

References:

...
HRM - 03. PERSONNEL RESEARCH

Unit I: Introduction:

Unit II: Research Methods in Personnel Research:
(i) Experimental Method, Surveys, Historical Studies (Documentary Sources) Case Studies.
(ii) Methods of Data Collection: Design of a sample, Schedules, Formulation of questionnaire, Interviews, Observation.

Unit III: Personnel Audit:
Unit IV: Human Resource Information System:

- Meaning and importance of HRIS, Social and Economic implications of HRIS, designing HRI System and training people to use information system.

Unit V: Determining the Effectiveness of Personnel Research:

- Evaluation of Recruitment, Training Programme Productivity, Morale and Motivation of Personnel in the Organization.

BOOKS RECOMMENDED
Objective: The main objective aimed at to introduce the students with latest technologies of Business era and its integration with Information Technology.

I. ENTERPRISE RESOURCE PLANNING:

Evolution of ERP, Definition, Elements, Problem of System islands, need for system Integration, ERP products and Market, Opportunities and problems in ERP selection and implementation, MRP and MRPII.

II. BUSINESS PROCESS REENGINEERING:-


III. ERP MODULES/FUNCTIONALITY:-

Functional modules of ERP system, Sales order processing, MRP, Scheduling, Forecasting, Maintenance, Distribution, Finance and HRP; Features of each of the modules; Description of data flows across each module: Overview of the supporting data bases; Technologies required for ERP, Hardware Platform, Communication and networks.

IV. IMPLEMENTATION ISSUES:-

Pre-implementation issues, Financial justification of ERP, Evaluation of Commercial Software; During implementation issues, Education and training, Project management; Post implementation issues, Performance measurement.

V. INTEGRATION OF ERP WITH NET TECHNOLOGIES:


BOOKS RECOMMENDED:


