

(2018-19)

MATA GUJRI COLLEGE, FATEHGARH SAHIB

MBA 1st Year (2018-2019)

Semester I

Subject	Paper code	Title of paper	Contact hours per week				Examination scheme marks			Credits
			L	T	P	Total	Internal	External	Total	
Core	101	Management Practices and Organizational Behavior	5	-	-	5	50	50	100	5
Core	102	Accounting for Management	5	-	-	5	50	50	100	5
Core	103	Business Environment	5	-	-	5	50	50	100	5
Core	104	Economic Analysis for Business Decisions	5	-	-	5	50	50	100	5
Core	105	Quantitative Techniques in Management	5	-	-	5	50	50	100	5
EF	106(A)	Software Lab (office Automation)	-	-	3	3	-	50	50	1
CF	106(B)	Workshop on Executive Communication	-	-	2	2	50	-	50	1
EF	107	Seminar on Environmental Management	-	-	5	5	100	-	100	2
	108	Viva Voce	-	-			-	100	100	1
		Total	25		10	35	400	400	800	30

EF = Elective Foundation Course

CF = Compulsory Foundation Course

A candidate is required to secure at least 40% marks both in the external examination and aggregate of internal assessment and external examination in each paper taken together in order to qualify in an examination.

(2018-19)

MATA GUJRI COLLEGE, FATEHGARH SAHIB

(SEMESTER II)

Subject	Paper code	Title of paper	Contact hours per week				Examination scheme marks			Credits
			L	T	P	Total	Internal	External	Total	
CF	201	Research Methodology	5	-	-	5	50	50	100	5
Core	202	Marketing Management	5	-	-	5	50	50	100	5
Core	203	Financial Management	5	-	-	5	50	50	100	5
Core	204	Production & Operations Management	5	-	-	5	50	50	100	5
Core	205	Management of Human Resources	5	-	-	5	50	50	100	5
EF	206	Workshop on Tally.ERP 9	-	-	5	5	100	-	100	2
EF	207	Seminar on Business Ethics	-	-	5	5	100	-	100	2
	208	Viva-voce	-	-	-	-	-	100	100	1
		Total	25		10	35	450	350	800	30

EF = Elective Foundation Course

CF = Compulsory Foundation Course

A candidate is required to secure at least 40% marks both in the external examination and aggregate of internal assessment and external examination in each paper taken together in order to qualify in an examination.

(2018-19)

101 Management Practices & Organization Behaviour

Total: 100 Marks

External Evaluation: 50 Marks

Internal Evaluation: 50 Marks

Total Credits:-5

Total Pass marks: 40 Marks

Pass marks in external: 20 Marks

Pass marks in internal: 20 Marks

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.

Unit I

Definition, nature, scope, importance, Functions of management and manager, Managerial roles and skills, Evolution of management thought and Management thinkers: Scientific Management, General administrative theories, Quantitative approach, Behavioral approach, Systems approach, Contingency approach. Planning: Types of plans, steps in planning, and process of planning, process of Managing by Objectives Organizing: steps, elements of organizational structure, Authority and Responsibility: Concept, Delegation of Authority, and Process of Delegation. Controlling: Its Functions, Steps and Essentials to make Controlling Effective. Understanding and Managing Individual Behavior, Organizational Behavior: its Concepts, Features and Importance.

Unit II

Personality: Concepts, Theories and determinants of Personality, Perception: nature and importance, perceptual errors. Attitude: Concepts, Sources, types, Cognitive Dissonance theory, work related attitudes. Values and Beliefs, Learning: Theories of Learning, its Principles, Reinforcement. 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, Interpersonal Skill: Transactional Analysis, Johari Window.

Recommended Texts

- Koontz H. and Weihrich H., *Essentials of Management*, Tata McGraw- Hill Publishing Co. Ltd., New Delhi .
- Stephen Robbins & Coulter Mary, *Management*, Pearsons Education
- Griffin, *Management: Principle & Applications*, Cengage Learning .
- Stoner J., *Management*, Prentice-Hall of India Ltd., New Delhi.
- Luthans F., *Organizational Behaviour*, McGraw-Hill, New York.
- Robbins S.P., *Organizational Behaviour*, 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 Units, i.e., I, II, III. The question paper will consist of four questions each in Unit I and II. Each question in these Units carries 10 marks. Candidates will be required to attempt four questions in all from section I and II selecting not more than two questions from each of these Unit. The III Unit shall be 5 short answer questions, 2 marks each and shall be compulsory.

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

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

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102 Accounting for Management

Total: 100 Marks

External Evaluation: 50 Marks

Internal Evaluation: 50 Marks

Total Credits:-5

Total Pass marks: 40 Marks

Pass marks in external: 20 Marks

Pass marks in internal: 20 Marks

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.

Unit 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. Analyzing Financial Statement: Ratio Analysis and Cash flow statement. IFRS: meaning, objectives, need and comparison between GAAP and IFRS.

Unit II

Introduction to Cost Accounting: Cost concepts, Types of costs and cost sheet. Marginal Costing: Cost Volume-Profit Analysis and its application. Cost Analysis & Control: Meaning & Types of budgets, Budget Preparation, Budgetary control system. Standard Costing and variance analysis. Human Resource accounting, Social accounting, Forensic Accounting, Activity-Based Costing, Target Costing and Kaizen Costing

Recommended Texts

- Robert Kaplan, Anthony A. Atkinson, Advanced Management Accounting, Pearson Publishers.
- M Y Khan, P K Jain, MANAGEMENT ACCOUNTING- Text, Problems and Cases, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
- 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. Datta, *Cost Accounting: A Managerial Emphasis*, Prentice-Hall of India, New Delhi.
- Charles T. Horngren, *Introduction to Management Accounting*, Prentice-Hall of India, New Delhi.
- Bhattacharya & Dearden, Accounting for management: Text & Cases, Vikas Publishing House.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three Units, i.e., I, II, III. The question paper will consist of four questions each in Unit I and II out of which at least one question in each unit should be numerical. Each question in these Units carries 10 marks. Candidates will be required to attempt four questions in all from section I and II selecting not more than two questions from each of these Unit. The III Unit shall be 5 short answer questions, 2 marks each and shall be compulsory.

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

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

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Total: 100 Marks

External Evaluation: 50 Marks

Internal Evaluation: 50 Marks

Total Credits:-5

Total Pass marks: 40 Marks

Pass marks in external: 20 Marks

Pass marks in internal: 20 Marks

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.

Unit 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. Liberalization, Privatization & Disinvestments. Public, Private and co-operative sectors of Indian Economy. International Environment: Globalization: Threats & Opportunities for Indian Business, Control of Foreign Direct Investment, Benefits and Problems from MNCs.

Unit II

WTO: Role and functions, FEMA, Intellectual Property Rights, Technology transfer and Issues. Goods and Service Tax- introduction, components, advantages, registration process and penalties, 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, RTI Act, Consumer Protection Act (Latest Amendments): Rights and Remedies.

Recommended Texts

- Justin Paul, *Business Environment*, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
- Francis Cherunilam, *Business Environment*, Himalaya Publishing House, Mumbai.
- K. Aswathappa, *Essentials of Business Environment*, Himalaya Publishing House, Delhi.
- 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 Units, i.e., I, II, III. The question paper will consist of four questions each in Unit I and II. Each question in these Units carries 10 marks. Candidates will be required to attempt four questions in all from section I and II selecting not more than two questions from each of these Unit. The III Unit shall be 5 short answer questions, 2 marks each and shall be compulsory.

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

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

Total: 100 Marks
External Evaluation: 50 Marks
Internal Evaluation: 50 Marks
Total Credits:-5

Total Pass marks: 40 Marks
Pass marks in external: 20 Marks
Pass marks in internal: 20 Marks

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.

Unit 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. Cost Analysis: Cost Concepts and Determinants of Cost. Revenue Concepts.

Unit II

Pricing under different market structures: Perfect Competition, Monopoly, Oligopoly and Monopolistic Market Structure. Market Mechanism: Interaction of Demand and Supply Forces. 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.
- W.W. Haynes, V.L. Mote and S. Paul, Managerial Economics: Analysis and Cases, Feffers and Simons Pvt. Ltd.
- Michael Bays; Mote, Paul and Gupta, Managerial Economics: Concepts and Cases, Tata McGraw-Hill Publishing Company Limited.
- Joel Dean, Managerial Economics, Prentice-Hall of India Pvt. Ltd.
- Ravindra H. Dholakia, Microeconomics for Management Students, 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 Units, i.e., I, II, III. The question paper will consist of four questions each in Unit I and II. Each question in these Units carries 10 marks. Candidates will be required to attempt four questions in all from section I and II selecting not more than two questions from each of these Unit. The III Unit shall be 5 short answer questions, 2 marks each and shall be compulsory.

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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Total: 100 Marks

External Evaluation: 50 Marks

Internal Evaluation: 50 Marks

Total Credits:-5

Total Pass marks: 40 Marks

Pass marks in external: 20 Marks

Pass marks in internal: 20 Marks

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.

Unit I

Data Analysis: Measure of Central Tendency. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, and Standard Deviation and Coefficient of Variation. Index Numbers: Simple, Aggregate, Weighted Test. 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. Time series: meaning, Least squares method.

Unit II

Probability concepts: Theory of Probability, Addition and Multiplication Law. Theoretical Distributions: Binomial, Poisson and Normal Distribution. 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.
- Levin & Rubin, Statistics for Management, Prentice Hall of India.
- Sancheti & Kapoor, Business Mathematics, Sultan Chand & Sons.
- Gupta S P, Statistical Methods, Sultan Chand & sons.
- Baruah, Srinath, *Basic Mathematics and its Application in Economics*, Macmillan India Ltd, Hillier, Fredrick S. and Lieberman, Gerald J., *Operations Research*, Tata McGraw Hill,.
- Saha, Suranjan, *Practical Business Mathematics and Statistics*, Tata McGraw Hill.
- Swarup, K., Gupta, P. K. and Mohan, M., *Operations Research*, Sultan Chand & Sons.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three Units, i.e., I, II, III. The question paper will consist of four questions each in Unit I and II. Each question in these Units carries 10 marks. Candidates will be required to attempt four questions in all from section I and II selecting not more than two questions from each of these Unit. The III Unit shall be 5 short answer questions, 2 marks each and shall be compulsory.

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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Total: 50 Marks

External Evaluation: 50 marks

Total Credits: 1

Total Pass marks: 20 Marks

Pass marks in external: 20 Marks

Objectives: To introduce the students usage of computer based application packages for documentation preparation and reporting, presentation and worksheet for business, tables and graphs.

Office Automation : Introduction, Today's office, need for office automation, its advantages, disadvantages and office automation tools.

MS Word : Formatting Text, Pages, Lists, Tables, Mail Merge

MS Excel: Worksheets, Formatting data, creating charts and graphs, using formulas and functions, macros, Pivot Table

MS Powerpoint : Adding and formatting text, pictures, graphic objects, including charts, objects, formatting slides, notes, handouts, slideshows, using transitions, animations

MS Access: Database Management Systems Concepts, Creating Tables, Adding and Deleting Records, Querying: Creating, Saving and Editing; Joining Tables in Queries Forms: Creating and using forms, Reports: Creating and Printing Reports.

E- Commerce: Definition, Benefits of E- Commerce, e-payment systems, maintaining secure information, Cryptography, digital signature and other security measures

Internet: Using Internet, Browser, Email, Search Engines.

Recommended Texts

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

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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Total: 50 Marks**Internal Evaluation:** 50 marks**Total Credits:** 1**Objective:** To provide students written and oral communication skills that enables 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 Unit.**Prescribed Texts:**

1. Popular Short Stories (Published by Oxford University Press)
2. Spoken English: A Self-Learning Guide to Conversation Practice by V Sasikumar and PV Dhamija

Unit I**Reading Skills**The following short stories from the book *Popular Short Stories* are to be studied.

1. The Gateman's Gift
2. How Much Land Does A Man Need?
3. The Ant and the Grasshopper

Writing Skills

Email Writing

Resume/C.V. Writing

Letter Writing (Business Letters)

Unit II**Soft Skills:**

Communication Skills: What is Communication, Types of Communication, Communication Skills: Listening, Speaking, Reading and Writing Skills, Body Language.

Interpersonal Skills: Meaning of Interpersonal Skills, Components of Interpersonal Skills, Techniques required to improve Interpersonal skills, Benefits of effective interpersonal Skills

Speaking Skills

Extempore

PPT Presentation based on the prescribed stories.

Listening Skills:Students will listen to audio recordings and enact the following conversations from **Spoken English: A****Self-Learning Guide to Conversation Practice.**

At the Post Office

At the Doctors

Buying a Shirt

At the Market

In the Library

At the Tailor's

At the Chemist's

At the Railway Station

At the Tea Stall

An Interview

Buying a Motorcycle

At the Book Seller's

At the Garage

Hiring a Taxi

At the Restaurant

An Invitation to Tea

At the Cinema

At the Bank

Testing:

Pre and Post Test for each Unit, Classroom tasks, Activities, quiz, Role plays, practical file.

	Marks
PPT Presentation	10
Extempore	05
Role Play	05
Quiz (Based on Stories and Soft Skills)	05
Practical File (All topics mentioned under Soft Skills, Letter Writing, E-mail Writing, Resume Writing)	25

Total: 100 Marks

Internal Evaluation: 100 marks

Total Credits: 2

Total Pass marks: 40 Marks

Pass marks in internal : 40 Marks

Objective: The objective of this seminar is to have an understanding of environmental management issues, various aspects of environment and various ways to conserve nature and environment.

Unit 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. Environmental Management System: EMS Standards, ISO 14000. Environmental Audit. Clearance/Permissions for establishing industry; Environmental Management and valuation: Environmental Accounting, Economics-Environmental Taxes Shifts, Green Funding, Corporate Mergers

Unit II

Environmental Ethics; Environmental Management Trade & Environmental Management, Debt and Environment, GATT/WTO Provisions; Environmental Laws: Acts, Patents, IPRS, Role of NGOs, PIL, 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, Green Management, Global Warming, Carbon Foot Printing, The Environment Protection Act 1986.

Recommended Texts

- Krishnamoorthy Bala, Environmental Management: Text & Cases PHI Learning Pvt LTD, New Delhi.
- Sulphery M.M, Introduction to Environmental Management, PHI Learning Pvt LTD, New Delhi.
- Uberoi, N. K., Environmental Management, Excel Books, New Delhi.
- Pandey, G.N., Environmental Management, Vikas Publishing House, New Delhi.
- Gupta, N. Dass, Environmental Accounting, Wheeler Publishing, New Delhi.
- Economic Survey
- Economic Review

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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Total: 100 Marks

External Evaluation: 50 Marks

Internal Evaluation: 50 Marks

Total Credits:-5

Total Pass marks: 40 Marks

Pass marks in external: 20 Marks

Pass marks in internal: 20 Marks

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.

Unit I

Research Methodology: Objectives, Role & Scope in Management Research, Process of Research; Research Design: Exploratory, Descriptive & Experimental Research Design and their Applications; Sampling : 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.

Unit 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 - Preliminary pages, Main body and Appendices including Bibliography, Diagrammatic and Graphical presentation of Data.

Recommended Texts

- C.R.Kothari, Research Methodology, New Age International Publishers LTD.
- Donald R. Cooper & Pamela S. Schindler, Business Research Methods, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
- Amir D. Aczel & Jayavel Sounderpandian, Business Statistics, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
- Malhotra Naresh K, Marketing Research: An applied Orientation, Pearson Publishers,
- G. C. Beri, Business Statistics, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
- J. K. Sharma, Business Statistics, Pearson Education, 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 Units, i.e., I, II, III. The question paper will consist of four questions each in Unit I and II. Each question in these Units carries 10 marks. Candidates will be required to attempt four questions in all from section I and II selecting not more than two questions from each of these Unit. The III Unit shall be 5 short answer questions, 2 marks each and shall be compulsory.

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

- Two Mid-Semester Tests each carrying 10 marks
- Minor Research Project on any social or economic or business problem carrying 25 marks
- Class Participation and Attendance to be of 5 marks

Total: 100 Marks

External Evaluation: 50 Marks

Internal Evaluation: 50 Marks

Total Credits:-5

Total Pass marks: 40 Marks

Pass marks in external: 20 Marks

Pass marks in internal: 20 Marks

Objective: The objectives of this course are to make students have an understanding of the concepts of marketing and the marketing system. Further the course aims at helping students understand evolution of marketing, the marketing system, and marketing environment, marketing mix and functions.

Unit I

Understanding Marketing and Consumers: Definition, Importance, Scope, Various Marketing Concepts, Marketing Mix, Marketing vs Selling, Analyzing Marketing Environment- Micro, Macro, Marketing Information System: Concept and Components. Understanding Consumer Behaviour, Factors Influencing Consumer Buying Behaviour, Business Buying Process, Creating and Managing Product: Market Segmentation & Targeting. Levels of Market Segmentation, Michael Porter's Five Forces Model,

Unit II

Packaging And Labelling Decisions, Branding & Brand Equity, New Product Development, Product Life Cycle and Strategies. Pricing Decisions: Objectives, Factors Affecting Pricing Decisions, Pricing Methods. Supply Chain Decisions: Nature, Types, Channel Design Promotion Decisions: Personal Selling: Personal Selling Process, Emerging Issues in Marketing: Green Marketing, Holistic Marketing, Network Marketing, Event Marketing, Viral Marketing, Buzz Marketing, Retail Marketing, CRM, Online Marketing.

Recommended Texts

- P. Kotler, and K.J. Keller: Marketing Management, A South Asian Perspective, Prentice Hall India.
- V.S. Ramaswamy, & S. Namakumari: Marketing Management, Planning, Implementation and Control, Macmillan.
- Britt and Boyd (ed): Marketing Management and Administrative Action, Tata McGraw Hill.
- T.K. Panda: Marketing Management: Text and Cases, Excel Books.
- P. Kotler and Armstrong: Principles of Marketing, Prentice Hall India
- Douglas, K. Hoffman, et al: Marketing, Best Practices, Thomson South-Western
- R. Saxena: Marketing Management, Tata McGraw Hill.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three Units, i.e., I, II, III. The question paper will consist of four questions each in Unit I and II. Each question in these Units carries 10 marks. Candidates will be required to attempt four questions in all from section I and II selecting not more than two questions from each of these Unit. The III Unit shall be 5 short answer questions, 2 marks each and shall be compulsory.

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

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

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Total: 100 Marks
External Evaluation: 50 Marks
Internal Evaluation: 50 Marks
Total Credits:-5

Total Pass marks: 40 Marks
Pass marks in external: 20 Marks
Pass marks in internal: 20 Marks

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.

Unit 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. Cost of Capital, Leverage: Operating Leverage and Financial Leverage. Capital Investment Decision making: Estimation of Cash Flows, Discounted and Non-Discounted Cash Flow Techniques for appraising capital investments, Risk Analysis in Capital Budgeting.

Unit II

Working Capital Management: An Overview, Determinants, Working Capital Cycle, Financing Working Capital needs. Management of Cash, Receivables and Inventories. 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.
- Khan and Jain, Financial Management, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
- Stephan A. Ross, Randolph W. Waterfield and Jeffery Jaffe, Corporate Finance, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
- Richard A. Brealey and Stewart C. Meyers, Principles of Corporate Finance, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
- 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 Units, i.e., I, II, III. The question paper will consist of four questions each in Unit I and II. Each question in these Units carries 10 marks. Candidates will be required to attempt four questions in all from section I and II selecting not more than two questions from each of these Unit. The III Unit shall be 5 short answer questions, 2 marks each and shall be compulsory.

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

Total: 100 Marks
External Evaluation: 50 Marks
Internal Evaluation: 50 Marks
Total Credits:-5

Total Pass marks: 40 Marks
Pass marks in external: 20 Marks
Pass marks in internal: 20 Marks

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.

Unit 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. Facility Location – importance, factors in location analysis, location analysis techniques. Facility Layout – Objectives, Advantages, Basic Types of Layouts, Problems in facility layout.

Unit II

Capacity Planning – Concepts, Factors affecting Capacity Planning, Capacity Planning Decisions. Material requirement planning: procedures, advantages and disadvantages. 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.
- 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.
- Kanishka Bedi, Production and Operations Management, Oxford University Press, Impression.
- Lee J. Krajewski, Operations Management, Prentice-Hall of India, 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 Units, i.e., I, II, III. The question paper will consist of four questions each in Unit I and II. Each question in these Units carries 10 marks. Candidates will be required to attempt four questions in all from section I and II selecting not more than two questions from each of these Unit. The III Unit shall be 5 short answer questions, 2 marks each and shall be compulsory.

- The internal paper will carry 50 marks and it will be distributed as follows:
- Two Mid-Semester Tests each carrying 10 marks
- Two Assignments/Presentation each carrying 10 marks
- Class Participation and Attendance to be of 10 marks

Total: 100 Marks**External Evaluation: 50 Marks****Internal Evaluation: 50 Marks****Total Credits:-5****Total Pass marks: 40 Marks****Pass marks in external: 20 Marks****Pass marks in internal: 20 Marks**

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.

Unit I

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. HRM & HRD a comparative analysis, Procurement: Job analysis and design, Recruitment and selection, Placement, Induction, Promotion, Managing Separation. Human Resource Planning. Executive Development and Training: Meaning & Concept of Training & Development, Methods of Training & Development, Difference Between Training & Development, Competency Mapping

Unit II

Performance Appraisal: Meaning & Concept of Performance Appraisal, Methods & Process Of Performance Appraisal, Job evaluation. Compensation management: Basic Remuneration, Incentives, Sharing Productivity Gains and Profits, Employee Stock Option Plans. Employee engagement, Employee Empowerment, Counseling of the employees Quality of Work Life- Strategies for improving QWL, Quality Circles. Grievance Handling. Industrial Relations: Meaning & Concept of Industrial Relations. A brief idea of Trade Unionism. Conflict & Stress management. Global Human Resource Management. Role of HRM in mergers and acquisitions.

Recommended Texts

- Garry Dessler, Human Resource Management, Prentice-Hall of India Pvt.Ltd.' New Delhi.
- Edwin B. Flippo, Personnel Management, McGraw-Hill Book Company.
- V.S.P.Rao, Human Resource Management, Excel Books.
- 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.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three Units, i.e., I, II, III. The question paper will consist of four questions each in Unit I and II. Each question in these Units carries 10 marks. Candidates will be required to attempt four questions in all from section I and II selecting not more than two questions from each of these Unit. The III Unit shall be 5 short answer questions, 2 marks each and shall be compulsory.

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

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

(2018-19)

Total: 100 Marks

Internal Evaluation: 100 marks

Total Credits: 2

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 firsthand knowledge on the procedure of analyzing, recording and reporting of financial transaction in Tally.ERP 9

Total Pass marks: 40 Marks

Pass marks in internal: 40 Marks

Unit 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 . **CREATING INVENTORY MASTERS IN TALLY.ERP :** Creating Stock Units, 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.

Unit II

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 Unit Summary, Stock Transfer Register **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.
- Tally.ERP 9 Series A Release 1.0 Release Notes
- TDL Reference Manual
- Tally .ERP 9 in Simple Steps: KOGENT LEARNING SOLUTIONS INC.
- **Instructions**

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

Total: 100 Marks

Internal Evaluation: 100 marks

Total Credits: 2

Total Pass marks: 40 Marks

Pass marks in internal:40 Marks

Objective: The objective of this course is to enable the students identify the moral questions that business activity specifically creates, distinguish between ethical and other types of values, recognize ethical considerations and values relevant to business activity, to apply moral reasoning to specific situations and defend the conclusions of that reasoning and appreciate the role of ethics in business.

Unit 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, Ethics and organisations, Ethics in human resource management and organisational culture

Unit II

Ethics in marketing, Ethics in finance, Ethical codes and incentives in corporate sector.

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.
- S.K.Chakraborty, Managerial Transformation by Values, Sage Publications, New Delhi.
- 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