

DAV Institute of Engineering and Technology, Jalandhar

Department of Business Management

MBA 1st Semester

MBA 101-18 FOUNDATIONS OF MANAGEMENT

Course Objectives

This course presents a thorough and systematic coverage of management theory and practice. The course aims at providing fundamental knowledge and exposure of the concepts, theories and practices in the field of management. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals.

Course contents

Unit I

Introduction: Definition, nature, scope, importance, Functions of management and manager, Managerial roles and skills.

Evolution of management thought and Management thinkers: Classical Approach, Neo Classical Approach, Quantitative approach, Behavioral approach, Systems approach, Contingency approach. Contributions of F. W. Taylor, Henry Fayol, Mary Parker Follet, Chester Bernard, Max Weber, Peter, F. Drucker, Gilbreths, Henry Gantt, Abraham Maslow, Herzberg and McGregor.

Unit II

Planning: Importance, types of plans, and process of planning, business forecasting, MBO: Concept, importance, process, benefits and limitations.

Strategic management: Nature, importance, purpose, types, process and major kinds of strategies, McKinsey's 7-S Approach.

Decision-Making: Importance, types, steps and approaches, Decision Making in various conditions, Decision tree.

Unit III

Organizing: Concept and process of organizing, Formal Vs Informal organization, Organizational structure: Types of Organizational structure, Bases of Departmentalization. Line & Staff: concept, line-staff conflict.

Authority & Power: concept, responsibility and accountability. Delegation: concept, importance, factors affecting delegation, effective delegation, Span of Management, Decentralization and centralization, Staffing, importance and process. Coordination: Concept, importance, difficulties and techniques to ensure effective coordination.

Unit IV

Control: Concept, importance, characteristics, process of control, types and techniques of control.

Comparative study: Japanese Management and Z-culture of American Companies, Chinese Style Management,

Modern management techniques: an overview of various latest techniques: Business process Re-engineering, Business outsourcing, knowledge management, E-Business Management.

Note: Relevant Case Studies should be discussed in class

Course outcomes

After the completion of the course the student will be able to:

- CO1. Understand the key management concepts, principles and contribution by different Management thinkers
- CO2. Plan, forecast and make rational decisions
- CO3. Analyze and design organization for effective management
- CO4. Apply controlling and modern management techniques.

Recommended Books

1. Harold Koontz, and Heinz Weihrich, Essentials of Management: An International Perspective, New Delhi, McGraw-Hill, 2010.
2. Stephen P Robbins, Mary Coulter and Neharika Vohra, Management, New Delhi, Pearson, 2011.

3. P.Subba Rao, Principles of Management, Himalaya Publishing
4. Mukherjee, Principles of Management and Organizational behavior, Tata• McGraw Hill.
Bateman, T. S., and Snell, S. A. (2008). Management TMH•

MBA 102-18 MANAGERIAL ECONOMICS

Course Objectives

This course is intended to make students understand various social, political, legal and economic and other factors that influence business in India, so as to enable them appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.

Course contents

Unit-I

Introduction to Managerial Economics: Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

Demand: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity - Price, Income and cross elasticity, Use of elasticity for analyzing demand, Demand estimation. Demand forecasting, Demand forecasting of new product.

Indifference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory.

Unit-II

Production Function : Production function Meaning, Concept of productivity and technology, Short Run and long run production function, Isoquants; Least cost combination of inputs, Producer's equilibrium; Returns to scale; Estimation of production function. Theory of Cost: Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function. Revenue Curve: Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue ,Average revenue and marginal revenue, Relationship between Total Revenue ,Average revenue and marginal revenue, Elasticity of Demand and Revenue relation.

Unit-III

Market Structure: Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output

determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model. Supply: Introduction to supply and supply curves. Pricing: Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices. Factor Pricing: Demand and supply of factors of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory-Interest rate and return on capital, Measurement of profit.

Unit-IV

Product market: Saving and Investment function, Consumption function, Aggregate supply and Aggregate demand, Investment multiplier, Foreign trade and budget multiplier. Money market: Motive for holding money; Liquidity preference, Money demand, Money market equilibrium. IS-LM Analysis: Derivation of nominal IS-LM and equilibrium. National Income: Conceptual Framework, Measures of National Income, Methods of Measurement, Limitations of National Income. Consumption Function: Meaning, and Nature, Determinants and Measures to Raise Propensity to Consume. Keynes Psychological Law of Consumption - Meaning, Properties and Implications, Inflation: Meaning, Types, Theories, Causes, Effects and Control, Unemployment, Trade off, Trade Cycles: Concept and Theories of trade cycles.

Note: Relevant Case Studies will be discussed in class.

Course Outcomes

After the completion of the course the student will be able to:

- CO1. Understand the roles of managers in firms.
- CO2. Analyze the demand and supply conditions and assess the position of a company.
- CO3. Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
- CO 4. Analyze real-world business problems with a systematic theoretical framework.
- CO5. Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.

Recommended Books

1. Concepts and Applications Managerial Economics, 8th Edition, Peterson and Lewis.
2. Managerial Economics, 4th Edition, Prentice Hall of India Pvt. □ Ltd., New Delhi.
3. Managerial Economics, Tata McGraw Hill. □ Goel Dean.
4. Managerial Economics, Prentice Hall of India, Pvt. Ltd., New Delhi

MBA 103-18 QUANTITATIVE TECHNIQUES

Course Objectives

To acquaint the students with quantitative and operations research techniques that play an important role in managerial decision

Course contents;

Unit I

Introduction to Statistics: Meaning, Definition in singular and plural sense, Features of statistics, Importance Functions, Scope and Limitations of Statistics. Measures of Central Tendency: Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

Measures of Variation: Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance. Moments Concept, calculation and Significance. Skewness: Meaning,

Unit II

Measurement using Karl Pearson and Bowley Measures. Concept of Kurtosis. Simple Correlation Analysis: Meaning of Correlation: Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, Pearson's correlation coefficient, calculation and properties of coefficient, Rank Correlation.

Simple Regression Analysis: Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient. Theory of Probability: Meaning of Probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

Unit-III

Probability Distribution: Binomial Distribution, Poisson Distribution and Normal Distribution with their properties and applications.

Linear Programming; Formulation of linear programming problems. Solution by Graphic method and by using Simplex method algorithm including Big-M method. Business applications of LP. Degeneracy. Duality. Post-optimality analysis. Game Theory: Two-person zero-sum games. Games of pure strategies and Games of mixed strategies. Rule of dominance. Graphic solution to games. Business applications.

Unit-IV

Transportation: Transportation problem: Initial feasible solution using North-west Corner Rule; Least Cost Method; and Vogel's Approximation Method. Testing optimality using MODI method.

Assignment Problems: Assignment problem: Solution using Hungarian Assignment Method.

Project Scheduling: PERT/CPM: Project networks. Scheduling of projects with known activity times - Critical path and scheduling of activities.

Course Outcomes

Students will be able to

CO1. Demonstrate their understanding of the various measures of central tendency

CO2 Demonstrate their understanding of the symmetry of the various frequency distributions and the concept of moments and their relation with frequency distribution.

CO3 Classification of Correlation and regression of variables and relation of its coefficients

CO4 Generate various coefficients of correlation and regression lines from the data.

CO5 Compile Probability distributions from the frequency distributions.

CO6. Illustrate various examples from daily life related to transportation, game theory and PERT/CPM.

Recommended Books

1. B. and Stair, R. M. Jr., “Quantitative Analysis for Management”, Edition, Prentice-Hall of India, New Delhi.
2. Siegel, Andrew F, Practical Business Statistics. International Edition, Edition (2001), McGraw Hill Irwin.
3. Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., “Business Statistics: A First Course”, 4th Edition (2008), Pearson Education.

MBA 104-18 ACCOUNTING FOR MANAGEMENT AND REPORTING

Course Objectives:

1. To Acquaint the students regarding various Accounting Concepts and its application in managerial decision making.
2. To familiarize the students about financial analysis and various tools of analysis
3. To accustom the students about various costing and budgeting techniques.
4. To familiarize the students about latest developments in cost management and Financial Reporting

Course Contents

Unit I

Introduction to Accounting: Accounting as an information system, Accounting Process, concepts, convention and principles of Accounting, Role of accountant in an organization. Branches of accounting: Financial, Cost and Management Accounting and their inter-relationships, Exposure to format of schedule VI of Public Limited, Banking and Insurance Companies.

Unit II

Cost Accounting: Meaning, Objectives, Scope and Classification of costs, Preparation of Cost Sheet. Marginal Costing -Concept of Marginal Cost; Marginal Costing Vs Absorption Costing; Cost-Volume-Profit Analysis; Break-Even Analysis; Assumptions and its practical applications for managerial Decision making with special reference to pricing, make or buy decisions, selection of Sales-Mix.

Standard Costing: Introduction, Variance Analysis, types of Variances- Materials and Labour Variances. Budgetary Control- Types of Budgets Master budget Zero base budgeting, Fixed Budget and Flexible Budgets, Zero Base Budget, Participative Budget and Performance Budget.

Unit III

Financial Statement Analysis: Concepts and objectives, Tools of Financial Analysis: trend analysis, common size statements, comparative statements, Ratio analysis:- Liquidity, solvency, profitability, turnover ratios, Cash flow statements and funds flow statements.

Unit IV

Recent Developments in Accounting: Introduction to concept of Price Level Accounting, Human Resource Accounting, Transfer Pricing. Target Costing, Kaizen costing, Activity based costing, Life Cycle Costing.

Financial Reporting and Regulations: Meaning, objectives, principles and environment of financial reporting; Introduction to Accounting Standards issued by ICAI, US GAAPs, International Accounting Standards, IFRS, Applicability of various accounting standards, comparison and the process of harmonization.

Course Outcomes:

- CO1 Understand the role of different branches of accounting i.e. Cost, Management and Financial Accounting. The importance of accounting standards and the balance sheets of Public Limited, Banking and Insurance companies.
- CO2 Analyse the financial statements using various tools such as common size statement, comparative statements, ratio analysis, fund flow and cash flow statements.
- CO3 Understand various types of costs, break even analysis, Variance analysis and budgeting techniques.
- CO4 Illustrate latest developments in accounting such as HRA, ABC, Life Cycle Costing, Target Costing, Inflation Accounting and Financial Reporting.

Recommended Books

1. Jawahar Lal, 'Accounting for Management', Himalaya Publishing
2. Pandey, I.M, "Essentials of Management Accounting", Vikas Publishing House.

MBA 105-18 - BUSINESS ENVIRONMENT AND INDIAN ECONOMY

Course objectives

1. This course systematically explores the external environment in which businesses operate- legal & regulatory, macroeconomic, cultural, political, technological and natural.
2. The course will examine the critical opportunities and threats that arise from an analysis of external business conditions. Students will apply scenario planning to a selected industry and synthesize trends in the external environment in the presence of risk and uncertainty.

Course Contents

UNIT I

Business Environment: Meaning, Types: Internal Environment; External Environment; Micro and Macro Environment, Components of Business Environment. Political Environment: Three political institutions: Legislature, Executive and Judiciary, Fundamental rights, Directive Principles, Rationale and extent of state intervention.

Economic Environment: Concept, features of various economic systems, New Industrial policy and industrial licensing, new economic policies, aspects of economic reforms and their effects on business and emerging economies. Effect of recession on Business and remedies for that, Economic Planning in India: Objectives, Strategies and Evaluation of current five year plan, Monetary and Fiscal Policy.

UNIT II

Legal Environment: Company Regulatory Legislations in India, FEMA, EXIM policy, Competition Law, Right to Information Act 2005.

Public Sector in India: Concepts, Philosophy and Objectives, Performance, Problems and Constraints. Disinvestment and Privatisation, Joint sector and Cooperative sector in India, Deficit Financing and its implications for the Indian Economy; Analysis of current year Annual Budget.

Consumerism: Role of Consumer Groups with Special Reference to India; Consumer Protection Act, 1986 with Latest Amendments.

Ecological Environment: Concepts of Green Management, Global Warming, Carbon Foot Printing, The Environment Protection Act 1986.

UNIT III

Technological Environment: Impact of Technology on Business, Technological Policy, Intellectual Property Rights, Import of Technology, Appropriate Technology, Problems in Technology Transfer.

International Environment: Emergence of Globalisation, Control of Foreign Direct Investment, Benefits and Problems from MNCs. WTO, its role and functions, Implications for India. Trading Blocks, Foreign Trade: SEZ (Special Economic Zones), EPZ (Export processing zone), EOU (Export Oriented Units), Dumping and AntiDumping measures.

Introduction to Indian Economy: Colonialism and Development of Indian Economy, Framework of Indian Economy, Demographic Features and Indicators of Economic Growth and Development, Rural-Urban Migration and issues related to Urbanization, Poverty debate and Inequality, Nature, Policy and Implications.

Unit IV

Unemployment-Nature, Central and State Government's policies, policy implications, Employment trends in Organized and Unorganized Sector

Development Strategies in India: Agricultural- Pricing, Marketing and Financing of Primary Sector, Changing structure of India's Foreign Trade. The Economic Policy and Infrastructure Development: Energy and Transport, Social Infrastructure- Education, Health and Gender related issues, Social Inclusion, Issues and policies in Financing Infrastructure Development.

Course Outcomes

CO1. Understand the business environment and its impact on business.

CO2. Analyze the constituents of micro and macro environment.

CO3. Illustrate the knowledge of public sector and consumerism in India.

CO4. Understand the Indian economy and development strategies

Recommended Books

1. Francis Cherunilam, Business Environment, Latest Edition, Himalaya Publishing House, New Delhi.

2. K. Aswathappa, Essentials of Business Environment, Latest Edition, Himalaya Publishing House, New Delhi.

MBA 106-18 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Course Objective

This Paper introduces students to the relationship between business and ethics, and tries them to understand how ethical principles could influence management decisions. It also signifies the concept of CSR and its implications on business.

Course Contents

Unit I

Business Ethics: Characteristics, Principles, Types, Importance, Factors highlighting the importance of Business Ethics, Myths about Business Ethics. Ethical Values, Theories of Ethics, Absolutism versus Relativism, Teleological approach, the Deontological approach, Kohlberg's six stages of moral development (CMD), Code of Ethics.

Business Ethics and Social Responsibilities of the firm - relationship of the firms with customers, competitors, stockholders, dealers and suppliers. Ethics v/s Ethos, Indian v/s Western Management, Globalisation and Business Ethics. Emerging issues of Business Ethics.

Unit II

Ethical Dilemma; Characteristics, ethical decision making, ethical reasoning, the dilemma resolution process.

Ethical Considerations in Marketing, Ethics in Accounting and Finance, Ethical Implications at Top Level. Ethical considerations in Human Resource Management, Environmental Ethics

Note: Relevant Case Studies regarding ethical issues in Marketing, HRM, Accounting and Finance and Environment Management should be discussed in the class.

Unit III

Corporate Social Responsibility: Concept, Definition, Need, Arguments in favour of and against CSR. Historical Phases of Corporate Social Responsibility, Perspectives of CSR. Models of CSR, Drivers of CSR, Corporate Governance, Business Ethics and CSR.

Corporate Social Responsibility and Corporate Sustainability: Meaning, Need and importance of Sustainability, Sustainability Case Studies-Triple Bottom Line (TBL). Corporate Sustainability

Reporting Frameworks- Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business.

Unit IV

Corporate Social Responsibility within the organisation, CSR and Society, Strategic Planning and CSR, Environmental Aspects of CSR, CSR under the Companies Act, 2013, CSR Practices in India, Case Studies of Major CSR Initiatives. Corporate Governance: Introduction, Need, Models.

Recommended Books

1. Peter Pratley - The essence of Business Ethics - prentice Hall of India (P) Ltd., New Delhi.
2. Chackraborty S.K. - Ethics in Management - Vedantic Perspectives - Oxford University Press, Delhi.
3. Keith Davis Business and Society Mc Graw Hill.

MBA 3rd Semester

MBA -301 APPLIED OPERATION RESEARCH

Course Objectives

Objective of the syllabus is to acquaint the students with the knowledge of various tools and techniques which helps in optimal utilization the scarce resources of an organization.

Course Contents

Unit I

Decision-making environments: Decision-making under certainty, uncertainty and risk situations; Uses of Decision tree, Uses, scope and applications of Operation Research in managerial decision-making

Project Management: Rules for drawing the network diagram, Application of CPM and PERT techniques in project planning and control; Crashing and resource leveling of operations Simulation and its uses

Unit II

Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems; sensitivity analysis; duality

Transportation problem: Various method of finding Initial basic feasible solution and optimal cost
Assignment model: Algorithm and its applications.

Unit III

Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy Games; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game -Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m Machines Problems.

Unit IV

Queuing Theory: Characteristics of M/M/I Queue model; Application of Poisson and Exponential distribution in estimating arrival rate and service rate; Applications of Queue model for better service to the customers Replacement Problem: Replacement of assets that deteriorate with time, replacement of assets which fail suddenly.

Note : Relevant Case Studies should be discussed in class.

Course outcomes

After successful completion of the course, student will be able to understand and grasp the concept of Applied Operations Research.

CO1 To have the knowledge of role of O.R. in solving industrial problems.

CO2 To introduce the important ideas in operations research which are both fundamental and long lasting.

CO3 To provide those students not going beyond a single introductory course with enough understanding and confidence to appreciate the strengths and inherent limitations of the operations research approach.

CO4 To prepare and motivate future specialists to continue in their study by having an insightful overview of operations research.

CO5 To demonstrate the cohesiveness of operations research methodology.

Recommended Books

- 1) Taha Hamdy- Operations Research- An Introduction, Prentice-Hall
- 2) J K Sharma- 'Operations Research' Pearson Learning

- 3) Vohra- Quantitative Techniques in Management, Tata McGraw-Hill
- 4) Peter C Bell- Management Science/ Operations Research, Vikas Publications.
- 5) Anand Sharma 'Operations Research' Himalaya Publications

MBA-302 CORPORATE LEGAL ENVIRONMENT (CLE)

Course Objectives

The goal of this course is to acquaint the students with corporate legal framework prevailing in the India. Through a multi-faceted curriculum, students will learn to understand and appreciate the interrelationship between law and business, so as to enable them to analyze legal problems, recognize how law influences business and management decision making in these areas, and improve their management skills when faced with legal issues.

Course Contents

Unit I

Law of Contract: Definition, offer and Acceptance, Consideration, Capacity of parties, Free Consent, Legality of Object, Performance and Discharge of Contract and Remedies for Breach of Contract.

Introduction to the concept of agent and different types of mercantile agents. Bailment and Pledge, Indemnity and Guarantee

Unit II

Sale of Goods Act: Meaning, Formation of contract, Meaning of condition and warranties. Difference between Transfer of Property and Possession, Right of an Unpaid Seller Negotiable Instrument: Bills of Exchange, Promissory Note, Cheque and Rules Regarding the Crossing of Cheques. Dishonour of cheques and liability of banker and drawer. Law of Insurance: Fundamentals Elements of Insurance. Basic features of law relating to carriers (Air, Road, Rail and Shipping).

Unit III

Company Law Incorporation of companies Memorandum of Association and Articles of Association Membership of a company Prospectus, Issue of capital, Loans, investments, deposits and charges, Meetings, Accounts and Auditors, Amalgamation, reconstructions, arrangements and compromises Provision with respect to appointment and removal of Director, Meeting, Winding up by court.

Unit IV

Taxation: Constitutional framework of taxation. Direct and indirect taxes. Goods and Services Tax (GST): Introduction, Genesis, GST and Centre-State Financial Relations, Constitution (101) Amendment Act, 2016-Goods and Services Tax Council (GSTC), Salient Features of GST, Benefits of GST- Make in India- Ease of Doing Business- Benefit to Consumers, Goods and Services Tax Network- Other Legislative Requirements, Role of CBEC.

Note: Relevant Case Studies should be discussed in class.

Course Outcomes

After the completion of the course student will able to:

- CO1 Acquire a sound understanding of the legal aspects of various laws affecting businesses and apply basic principles of law to various problems which business faces.
- CO2 Develop an understanding of Sale of Goods Act, various negotiable instruments, Insurance Laws and Law relating to Carriers.
- CO3 Explain and apply the fundamental Principles of Company Law.
- CO4 Develop basic understanding of Direct tax and Indirect Tax Laws i.e.GST

Recommended Books

- 1.Chawla, Garg and Sarin `Mercantile Law' Kalyani Publishers.
- 2.Singhania V. K. and Singhania K. `Direct Tax Laws and Practice' Taxmann Publishers.
- 3.Majumdar A. K. and Kapoor G. K. `Company Law' Taxmann Publishers
- 4.Sharma And Sareen, `GST' Kalyani Publishers.
- 5.Tandon Suman and Kajal, `Commercial Laws' Raj Publishers.

MBA -922MANAGEMENT OF FINANCIAL SERVICES (MFS)

Course Objectives

1. This course aims to expose the students to various types of financial services in the Indian financial system.

2. The course aims to provide in-depth knowledge of the mechanism underlying financial services viz; money market, leasing, merchant banking, factoring, mutual funds, insurance, credit rating, venture capital, etc.
3. To make the students aware about actual scenario of various financial services, impediments to growth of these services and future scope of these services.

Course Contents

Unit - I

Financial Services - Meaning, types and their importance. Depository - Introduction, Concept, depository participants, functioning of depository systems, process of switching over to depository systems, benefits, depository systems in India, Dematerialization and Rematerialization. Role, objectives and functions of SEBI and its guidelines relating to depository system.

Unit - II

Mutual funds and AMCs - Concept, origin and growth of mutual funds, Constitution & management of MFs - Sponsors, Trustees, AMCs, and custodians. Classification of mutual fund schemes, advantages and disadvantages in mutual fund schemes, NAV and pricing of mutual fund units. Recent trends in mutual funds in India.

Credit rating - the concept and objective of credit rating, various credit rating agencies in India and International credit rating agencies, factors affecting credit rating & procedural aspects.

Unit - III

Leasing - concept and development of leasing, business, difference between leasing & hire purchase, types of leasing business, advantages to lessor and lessee. Tax aspect of leasing.

Merchant Banking - Origin and development of merchant banking in India scope, organizational aspects and importance of merchant bankers. Latest guidelines of SEBI w.r.t. Merchant bankers. Venture capital - concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital.

Unit - IV

Debt Securitization: Meaning, Features, Scope and process of securitisation.

Factoring - Development of factoring types & importance, procedural aspects in factoring, financial aspects, prospects of factoring in India.

Plastic Money - Concept and different forms of plastic money - credit and debit cards, pros and cons. Credit process followed by credit card organisations. Factors affecting utilisation of plastic money in India.

Note : Relevant Case Studies should be discussed in class.

Course Outcomes

- CO1 To make student understand the role, scope and growing contribution of financial services in the service sector of the economy.
- CO2 Student will be able to comprehend the role of online depository system, dematerialization and re-materialization of the securities.
- CO3 Student will define the role, types of mutual funds and computation of NAV
- CO4 Student will know the impact and role of Credit rating in the corporate world language.
- CO5 Student will analyze the contribution of leasing, merchant banks and venture capital in the promotion of the business.
- CO6 Student will understand the benefits of Plastic Money, Factoring and forfeiting and debt securitization.

Recommended Books

1. Avdhani, "Financial Services", Himalaya Publication.
2. M. Y Khan, Financial Services, Tata Mc Graw Hill.
3. H Bharti V. Phatak, The Indian Financial System, Pearson

MBA-921 SUBJECT; SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (SAPM)

Course Objectives

To acquaint the students with the working of security market and principles of security analysis; and to develop the skills required for portfolio management so as to be able to judge the competitive position of firm in capital market to support investment decisions

Unit 1

Introduction: Concepts of investment, Objectives of investment, various alternatives of investments, Investment vs speculation. Financial Markets: Primary Markets and secondary markets. Introduction to Primary Market, Primary Market Design and its Role, Types of Offers

in the Primary Market, Major Eligibility Guidelines for the issuers in Primary Market, Contribution of Promoters, Issue of Sweat Equity

Secondary Market : Introduction, Major players, Trading and settlement Mechanism, Types of orders, Stop Loss, Trading on Margin and how margin works, Short Selling Price freeze, Market Wide Circuit breaker, Basis of Market Wide Circuit Breaker, Insider Trading, Odd lot Trading, Bulk Deals, Block Deals, Arbitrage Opportunity in the market.

Risk and Return: Concept, types and measurement of risk and return.

Unit 2

Security analysis: Fundamental Analysis: International Environment: Global Economy Overview, Global Markets, Global Market and Indian Market Inter linkages. Economic Analysis: GDP, Fiscal Policy, Monetary Policy and Liquidity, Inflation, Interest Rate , Unemployment, Individual Savings, Domestic corporate Tax Rate, Balance of Trade. Industry Analysis: Tools for Industry Analysis, Cross Sectional Industry Performance over Time, Industry Life Cycle. Company Analysis: Analysis of Financial statements.

Technical Analysis: Introduction, Basic Tenets of Dow Theory , Characteristic Phases of Bull and Bear Trends, Critical Appraisal of Dow theory, Different Types of charts, Concept of trend, Trend lines: support and resistance, Importance of Volume, Reversal Patterns, Continuation Pattern, Moving averages, other market indicators

Unit 3

Portfolio Management: Meaning, Importance and Approaches of Portfolio Management, Portfolio analysis, Portfolio evaluation and revision techniques.

Portfolio theory: Markowitz Model, Capital Asset Pricing Model, Single-index model, Arbitrage Pricing theory. Market Efficiency and Behavioral Finance

Unit 4

Derivatives: Introduction, Meaning of Future contracts, Forward Contracts, Difference, Trading of Stock futures. Option Contracts: Introduction, types, Payoffs and option strategies.

Note : Relevant Case Studies should be discussed in class

Course Outcomes

CO1: Understand the basic structure and working of primary and secondary financial markets in India and conversant with computation of risk and return measures for financial instruments.

CO2: Understand secondary market trading

CO3: Understand and appreciate the Fundamental and Technical analysis tools for analyzing financial securities.

CO4: Well versed with the concept of a Portfolio and understand the principle portfolio theories.

CO5: Acquaint and understand portfolio analysis, portfolio evaluation and portfolio revision techniques.

CO6: Understand the basic concept of Derivates.

Recommended Books

1.Reily and Brown, Investment Analysis and Portfolio Management, Cengage, New Delhi.

2.Bodie, Kane, Marcus and Mohanty, Investments, Tata McGraw Hill, New Delhi.

3.Hirt and Block, Fundamentals of Investment Management, Tata McGraw Hill, New Delhi

MBA 961SOCIAL SECURITY & LABOUR WELFARE

Course Objectives

To acquaint the students with basic Acts pertaining to social security and labour welfare as applicable in India.

Course Contents

UNIT- I

The concept of scope of social security. Social assistance and social insurance Evolution of Social Security. Law relating to social security Payment of wages Act,1936

UNIT-II

Scope, importance, features and implications of the following Acts as applicable in India: Minimum Wages Act, 1948 Payment of Bonus Act, 1965 Workman's Compensation Act,1923

Maternity Benefit Act,1961

UNIT-III

Scope, importance, features and implications of the following Acts as applicable in India: Employment State Insurance Act,1948 Provident Fund & Miscellaneous Provision Act,1951

Gratuity Act,1972 I.L.O and social Security. The concept of Labour welfare: definition, Scope and Objectives, welfare work and social work

UNIT-IV

Evolution of labour welfare, classification of welfare work, agencies for welfare work. Welfare activities of govt. of India; welfare work by trade unions Labour welfare work by voluntary social organizations. Labour administration; agencies for administrating labour welfare laws in India.

Note : Relevant Case Studies should be discussed in class.

Course Outcomes

- CO1 Students will have sufficient knowledge of basic Acts pertaining to labour welfare as applicable in India.
- CO2 Students will have sufficient knowledge of basic Acts pertaining to social security as applicable in India.

Recommended Books

- 1.Labour Welfare and Social Security , Arun Monappa, Tata Mc Graw Hills.
2. Social Security and Labour Welfare, By A.M. Sharma, Himalaya Publishers.

MBA-962 TRAINING & DEVELOPMENT

Course Objective

To create understanding among students for need, importance and implementation of training so as to achieve employee development.

Course Contents

UNIT- I

Training and Development: Meaning & Concepts. Importance & Objectives of Training & Development, Process and Significant of T&D, Identification of Training Needs, Methods of Training needs, Principles and theories of Learning.

UNIT-II

Types of Training & Development Methods, Training and Development System, Training & Development Centers, Role of External Agency in Training and Development, Training for change, Resistance in Training.

UNIT-III

Developing Effective Trainers, Designing & Implementing Training Programs. Approaches to Management Development, Designing & Implementing Development Programmes, Team Building Exercises, Management Games, Simulations.

UNIT-IV

Evaluation of Training and Development Programs, Criteria, Problem and Steps Involved in evaluation. Kirkpatrick Model of Evaluation, CIRO Model, Cost-Benefit Analysis of Training. Emerging issues in Training and Development in India. Evolving Training Policy.

Note : Relevant Case Studies should be discussed in class.

Course Outcomes

CO1 The historical and theoretical basis of organisation design and development and their context in terms of value and contribution to organisational life.

CO2 Available design options regarding organisational structures and relationships. The importance of the HR role in advising on design and development choices and supporting their implementation.

CO3 Develop, analyze and apply advanced training strategies and specifications for the delivery of training programs and evaluate training programs using appropriate design and data collection procedure.

Recommended Book

1. Training & Development (Authors-CRAIG, ROBERT); PUBLISHER: TATA MC GRAW HILL

MBA 901 – CONSUMER BEHAVIOUR

Course Objectives

1. The objective of this course is to help the students to understand the various factors effecting consumer behaviour and the process of consumer buying.

2. This course will provide understanding of consumer behaviour and the students are expected to design the strategy.

Course Content

Unit I

Introduction to Consumer Behaviour: Consumer Behavior: Scope, importance and interdisciplinary nature, strategic applications, Research in Consumer behaviour: need, scope, types, research process, application of research in consumer behaviour, Market Segmentation: meaning and bases of segmentation, criteria for effective targeting, implementing segmentation strategies

Unit II

Individual Determinants of Consumer Behaviour: Motivation: Nature and Types of Motives, Dynamics of motivation, Types of Needs, Motivational theories, Personality: Theories, Product Personality, Self, Self image, Vanity, Consumer Perception: Concept and Elements of Perception, Dynamics of perception, Consumer Imagery, Perceived Risk, Consumer Learning: Elements of learning, Behavioural and Cognitive Learning Theories, Consumer Attitude: Functions of Attitude, Attitude Theories: Tricomponent, Multi attribute and Cognitive Dissonance, Attitude formation, Attitude Change Strategies, Designing persuasive communications.

Unit III

External Influences on Consumer Behaviour: Group behaviour: Meaning and types of group, Influence of Reference Groups, group appeals, Family: Functions of family, Family decision making, Family Life Cycle, Culture: Values and Norms, Characteristics and Affect on Consumer Behaviour, Types of sub culture, Cross cultural consumer, Social Class: Categories, Measurement and Applications of Social Class

Unit IV

Consumer Decision Making Process: Personal Influence and Opinion Leadership: Process of Opinion Leadership, Profile of Opinion Leader, Opinion leadership and Firm's promotional Strategy, Diffusion of innovations: Diffusion Process, Adoption Process, Profile of Consumer Innovator, Introduction to Consumer Decision Making: levels, decision making process- pre purchase, purchase and post purchase process, Models of consumer decision-making,

Note : Relevant Case Studies should be discussed in class.

Course Outcomes

- CO1 Understand the consumer behaviour and its role in the corporate world.
- CO2 Apply the knowledge about individual determinants of consumer behavior
- CO3 Analyze the external influences on consumer behaviour.
- CO4 Illustrate the consumer decision making process.

Recommended Books

1. Schiffman, L.G. and Kanuk, L.L., 'Consumer Behavior', Pearson Education.
2. Loudon, D. and Bitta, D., 'Consumer Behaviour', Tata McGraw Hill.