

MASTER OF BUSINESS ADMINISTRATION (MBA)

**SYLLABUS
(Effective from Academic Session 2024-25)**



**MAHARAJA PURNA CHANDRA (AUTONOMOUS) COLLEGE
TAKATHPUR, BARIPADA, ODISHA**

**Maharaja Purna Chandra Autonomous College,
Takatpur, Baripada-757003**

SYLLABUS FOR
MBAPROGRAMME

(Effective from academic session 2021-2022)

Semester-I									
Code	Subject	L	T	P	Credit	Final exam	Internal exam	Practical exam	Total
BA-1.1	Organization structure and Management	3	0	0	3	80	20		100
BA-1.2	Quantitative Methods for Management-I	3	0	0	3	80	20		100
BA-1.3	Organizational Behavior-I	3	0	0	3	80	20		100
BA-1.4	Managerial Economics	3	0	0	3	80	20		100
BA-1.5	Basic Financial Accounting	3	0	0	3	80	20		100
BA-1.6	Marketing Management-I	3	0	0	3	80	20		100
BA-1.7	Financial Management-I	3	0	0	3	80	20		100
BA-1.8	Computer for Management	0	0	4	4	100		100	100
	Total	21	0	4	25	660	140		800

[L= Lecture, T=Tutorial, P= Practical] Each paper requires 40 lecture hours.

Semester-II									
Code	Subject	L	T	P	Credit	Final exam	Internal exam	Practical exam	Total
BA-2.1	Cost and management Accounting (Supportive – 1)	3	0	0	3	80	20	-	100
BA-2.2	Quantitative Methods for Management-II	3	0	0	3	80	20	-	100
BA-2.3	Organizational Behavior	3	0	0	3	80	20	-	100
BA-2.4	Management Information system	3	0	0	3	80	20	-	100
BA-2.5	Human Resource Management - I	3	0	0	3	80	20	-	100
BA-2.6	Marketing Management-II	3	0	0	3	80	20	-	100
BA-2.7	Financial Management-II	3	0	0	3	80	20	-	100
BA-2.8	Summer Project	0	0	4	4	100	-	100	100
	Total	21	0	4	25	660	140		800

Semester-III								
Code	Subject	L	T	P	Credit	Final exam	Internal exam	Total
BA-3.1	Business Communication (Supportive-2)	4	0	0	4	80	20	100
BA-3.2	Human Resource Management-II	3	0	0	3	80	20	100
BA-3.3	Production and Operation Management	3	0	0	3	80	20	100
BA-3.4	Business Law	3	0	0	3	80	20	100
Elective Marketing Management Group								
BA-3.5	Product and Service Marketing	3	0	0	3	80	20	100
BA-3.6	Consumer Behaviour and Marketing Research	3	0	0	3	80	20	100
BA-3.7	Advertising and Public Relation	3	0	0	3	80	20	100
Elective Finance Management Group								
BA-3.8	Security Analysis and Portfolio Management	3	0	0	3	80	20	100
BA-3.9	Management of Financial Services	3	0	0	3	80	20	100
BA-3.10	Management Control System	3	0	0	3	80	20	100
Elective Human Resource Management Group								
BA-3.11	Talent Management	3	0	0	3	80	20	100
BA-3.12	Compensation Management	3	0	0	3	80	20	100
BA-3.13	Employee Relations and Labour Legislations	3	0	0	3	80	20	100
	Total	25	0	0	25	640	160	800

Semester-IV								
Code	Subject	L	T	P	Credit	Final exam	Internal exam	Total
BA-4.1	Strategic Management	3	0	0	3	80	20	100
BA-4.2	Business ethics and Corporate Governance	3	0	0	3	80	20	100
BA-4.3	Entrepreneurship Development	3	0	0	3	80	20	100
BA-4.4	Dissertation and Viva- Voice	0	0	4	4	100	-	100
Elective Marketing Management Group								
BA-4.5	Sales and Distribution Management	3	0	0	3	80	20	100
BA-4.6	International marketing	3	0	0	3	80	20	100
BA-4.7	Industrial Marketing	3	0	0	3	80	20	100
Elective Finance Management Group								
BA-4.8	Working Capital Management	3	0	0	3	80	20	100
BA-4.9	International Finance	3	0	0	3	80	20	100
BA-4.10	Corporate Tax Planning and Management	3	0	0	3	80	20	100
Elective Human Resource Management Group								
BA-4.11	Human Resource Development	3	0	0	3	80	20	100
BA-4.12	Employee Compensation and Society Security	3	0	0	3	80	20	100
BA-4.13	Organizational Change and Development	3	0	0	3	80	20	100
	Total	25	0	4	25	640	160	800

Semester-I	25	Credits	800 marks
Semester-II	25	Credits	800 marks
Semester-III	25	Credits	800 marks
Semester-IV	25	Credits	800 marks
Total	100	Credits	3200 marks

During Semester-III and Semester-IV each student has to take dual specialization out of three special/elective groups. Again, from special/elective group, the student has to opt two papers out of three papers.

MBA PROGRAM OUTCOME:

The MBA program is a student centric program with an objective of developing a career in diverse sectors of the industry, developmental projects and academic. The MBA program not only facilitates learning in theory and practice of different functional areas of management but also equips the students with an integrated approach to various functions of management. The curriculum is designed in a way that Institutes, Faculty and Students will shift their focus from traditional methodology which excessive focuses on industry towards a broad-based learning, encompassing the end-to-end processes involved in developing entrepreneurial skills looking at needs and demands of the society.

The curriculum will allow students to a confidence level where they can become masters of their own and wish to start up their new ventures and create further growth opportunities. At the end of the curriculum students should able to start their own venture and control all the managerial functions. Apart from this student should be able to handle the managerial responsibilities in the corporate world and excel them in academicalso.

MBA Program Specific Outcomes

- 1) To imbibe the students with requisite domain knowledge, skills & right attitude necessary to provide effective leadership in a competitive environment.
- 2) To develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy&Society.
- 3) To inculcate proactive thinking to ensure effective performance in the dynamic socioeconomic and business ecosystem.
- 4) To harness entrepreneurial approach and skillsets aligned with the national priorities.
- 5) To understand the ethical implication of business decision making and recognize ethical dilemmas.

MBA programme will definitely help the students to adopt the required skillsets to perform efficiently and effectively in today's competitive environment.

SEMESTER-I

Paper Code-BA -1.1

ORGANISATION STRUCTURE AND MANAGEMENT

COURSE OUTCOMES

After completion of this course the students will be able to understand various concepts of management, the contemporary management practices and enable the students to appreciate the emerging ideas and practices in the field of management.

UNIT-I

Basic concept relating to management: managerial roles and skills, social and ethical responsibilities of management, planning- Nature, Scope, steps and plans, decision making- types of decision: decision making under containing risk and uncertainty steps in rational decision making, bounded rationality, Group decisionmaking.

UNIT-II

Evolution of management thought- Classical approaches, Neo-Classical approaches, modern approaches.

UNIT-III

Organization- Authority Delegation and Decentralization, Departmentation, various forms of Organization Design, Organization change- forces for change, Planned Vs Reactive change.

UNIT-IV

Organization conflict- process of organization conflict, individual, group and organizational conflict, resolving and eliminating conflict, nature of power and leadership, communication- Meaning, Process types and Barriers to communication Management in 21st century.

UNIT-V

Case Analysis relating to subject

Reference Book:

1. Griffin, Ricky W- Management, AITBS, NewDelhi.
2. Stonner& Freeman- Management, PHI, NewDelhi.
3. Kneit, Robert- Management, AITBS, New Delhi.aa

SEMESTER-I
Paper Code- BA - 1.2

QUANTITATIVE METHODS FOR MANAGEMENT-I

COURSE OUTCOMES

Students will understand the role of quantitative techniques in managerial decision making and applications of various quantitative techniques in managerial setting. This course also makes students familiar with the various quantitative techniques used for making the business analysis and decision making.

UNIT-I:

Data collection and measures of central tendency and dispersion: Basic concepts: population and sample, parameter and statistics; Data collection: Primary and secondary data, methods of collection of primary data: Measures of central tendency: Mean, median, mode their relative merits and demerits; Matrix analysis

UNIT-II:

Statistical methods for management of dispersion, Correlation Analysis; Scatter diagram, simple correlation coefficient –Karl Pearson’s correlation coefficient and its properties, probable error of correlation coefficient, Spearman’s rank correlation coefficient, partial and multiple correlation.

UNIT-III:

Meaning of research, objective, types and approaches, Research problem, selection and defining the problem, technique involved in defining a problem meaning need & types of research design.

UNIT-IV:

Sampling design: Implementations of a sample design, steps in sample design, characteristics and types of sample design, Report writing: purpose, contents, technique of writing report.

UNIT-V:

Case Analysis relating to subject

Reference Book:

1. C.R. Kothari, Research Methodology, New Age International Publishers.
2. Wilkinson & Bhandarkar, Methodology & Techniques of a social research, Himalaya Publishing House.
3. S.R. Bapayee, Method Of Social Survey and Research, KitabGhar.
4. N. RAGHAVACHARI, mathematics for management.
5. R.L. Levin, Statistics of Management.

SEMESTER-I
Paper Code- BA - 1.3

ORGANIZATION OF BEHAVIOUR - I

COURSE OUTCOMES

At the end students will be able to relate the different aspects of the human behavior to the individual, group and organizational perspectives of the workplace, apply the OB frameworks and tools effectively to analyze the different approaches of various Organizational situations and to modify their own beliefs, assumptions, and behaviors with respect to how individuals, groups and organizations act in order to increase their own effectiveness.

UNIT-I:

Study of organization of Behavior: Focus and purpose, nature, scope and development, OB models and models of man research in OB.

UNIT-II:

Personality- Determinants of personality, Theories of personality, Individual differences, matching personality and jobs, personality and organization perception, meaning, perceptual process, perception and OB.

UNIT-III:

Learning and Behavior Modification: Learning process, Theories of learning and OB, Behavior modification, Attitudes- Characteristics and components of attitude, attitude and behavior, attitude formation, Measurement of attitude, values and productivity cognitive dissonance theory, attitude, values and job satisfaction.

UNIT-IV:

Motivation- Nature of motivation, motivational process theories of motivation, Need hierarchy model, theory X and theory Y, Two factor theory, E.R.G. Model, achievement theory and power motivation Expectancy- theory equity theory, theory Z, Contingency model.

UNIT-V: Case Analysis relating to subject

Reference Book:

1. Stephen P. Robbins- Organizational Behaviour, PHI.
2. L.M. Prasad- Organizational Behaviour, Sultan Chand & Sons.
3. Rao & Narayana- Organizational Behaviour, Konark Publishing House.
4. R. Aswathappa- Organizational Behaviour, Himalaya publishing House.
5. M.N. Rudrabasvaraj- Human Factor in Management.
6. F. Luthans- Organizational Behaviour.

SEMESTER-I
Paper Code-BA - 1.4

MANAGERIAL ECONOMICS

COURSE OUTCOMES

After completion of this course the students will familiarize themselves with the concepts and tools of managerial Economics as applicable to decisions making in contemporary business environment.

UNIT-I

Marginal analysis, optimization, Theory of demand – demand functions. Indifference curve, properties, consumer's equalization, Income and substitution effects, revealed preference approach and demand forecasting.

UNIT-II

Returns to scale, cost curves, break even analysis, Theory of firm, profit maximization, sales maximization, and organizational slack. Ownership and control, marketing structure – perfect competition, monopoly, oligopoly.

UNIT-III:

Macroeconomics aggregates and concepts GNP & GDP, aggregate consumption, gross domestic capital formation WPI, CPI.

UNIT-IV:

Inflation, Employment, Balance of payments, Money supply and monetary policy, Fiscal impact and investment, Synthesis of monetary and real factors.

UNIT-V:

Case Analysis relating to subject

Reference Book:

1. Brigham, E.E. Paper, J.L.- Management Economics, Druden Press.
2. Ferguson C.T. &JoarGouid- Micro Economics Theory.
3. Gupta G.S- ManagementEconomics.
4. Mote, Paul & Gupta- ManagementEconomics.

SEMESTER-I

Paper Code- BA - 1.5

BASIC FINANCIAL ACCOUNTING

COURSE OUTCOMES

After completion of this course the students will gain brief understanding on accounting concepts, accounting standards and financial statements. Also develop their skills on preparation, analysis of financial statements and other related matters.

UNIT-I

Accounting Concepts, Conventions, Accounting Standards, Financial Accounting: Theoretical Background, Generally Accepted Accounting Principles (GAAPs), International Financial Reporting Standards (IFRS), Users of Accounting Information

UNIT-II

Final Accounts of Companies- Trial Balance, Trading Accounts, Statement of Profit and Loss Accounts, Balance Sheet, Depreciation- Meaning, Purpose, Factors and Various Methods Of Depreciation

UNIT-III

Shares Accounting For Allotment And Forfeiture, Debenture- Issue And Redemption. Cash Flow Analysis-Meaning and Preparation Cash Flow Statements

UNIT-IV

Financial Statement Analysis: Trend Analysis, Ratio Analysis Assessment Of Financial Health. Accounting In Computerized Environment

UNIT-V

CASE Analysis relating to subject

Reference Book:

1. Narayanswamy, R.(2014). Financial Accounting- A managerial Perspective (5thed.). PHI Learning
2. Rajan, M., Horngren, C. T., and Datar, S.M. (2011). Cost Accounting- A Managerial Emphasis (14thed.) Pearson Education.
3. Ramachandran, N., and Kakani, R.K. (2005). Financial Accounting for Management. Tata McGrawHill.
4. Banerjee, B. (2009). Cost Accounting Theory and Practice (12thed.). PHILearning

SEMESTER-I
Paper Code-BA -1.6

MARKETING MANAGEMENT - I

COURSE OUTCOMES

This course will sensitize the students to the dynamic nature of Marketing Management and good understanding on the concept of Marketing Mix and Consumer Behavior as a framework for Marketing Decision making.

UNIT-I:

Marketing concept – Nature, Scope and importance of marketing, Marketing process, Marketing Environment.

UNIT-II:

Consumer Behavior- Meaning, Factors influencing Consumer Behaviour, The consumer decision- making process, marketing segmentation, targeting and positioning.

UNIT-III:

Marketing Mix: product life cycle and PLC Strategy, Product Mix decisions, Product Line Decisions, Branding and packaging decisions.

UNIT-IV:

Price: pricing objective and price determination, Basic methods of setting price , pricing policies and strategies.

UNIT-V:

Case Analysis related to the Subjects

References Books:-

5. William J. / Stanton- Fundamentals of Marketing.
6. Philip Kotler- Principles of Marketing.
7. Raja Saxena- Marketing Management.
8. V.S Ramaswamy & Snamakumari- Marketing Management.
9. Sharad Kumar- A Text book of Marketing management.

SEMESTER-I
Paper Code- BA - 1.7

FINANCIAL MANAGEMENT: - I

COURSE OUTCOMES

After completion this course, students will enable to understand the concepts and foundations of managing finance in business enterprises and learn to identify financial challenges, tools and techniques for decisions with glimpse of practices.

UNIT-I:

Financial Management: Concepts finance related Discipline, Scope of Finance, Finance Function, Financial Managerial Role and Profit Maximization, Wealthmaximization.

UNIT-II:

Financial statement analysis- Ratio analysis- Leverage operating and financial.

UNIT-III:

Concept and Relevance of Time Value of Money, Capital Budgeting, Techniques, Evaluation, discounted cash flow techniques, cashes of capital budgeting decision.

UNIT-IV:

Cost of Capital: concept of cost of capital, factor affecting cost of capital, measurement of cost of capital of individual components, weighted average cost of capital.

UNIT-V:

Case Analysis related to the Subjects

References Books: -

1. James C. Veomonence- Finance Management &Policy.
2. Weston & Brigham- ManagementFinance.
3. L.M. pandey- FinancialManagement.
4. R.P. Rastogi- Financial Management Theory, Concept &Problems.

SEMESTER-I
Paper Code- BA -1.8

COMPUTER FOR MANAGEMENT

After completion of this course students will gain fundamental knowledge on the basic aspects of IT and their applications in business.

UNIT-I:

Fundamental Concept of computer and application Area, Classification of computer system, Peripheral devices, data representation and binary numbers, computer software.

UNIT-II:

Programming concept- Flow Chart, Algorithm, Decision Tables, Programming Languages and packages, Batch Programming, Multi Programming, Parallel Processing.

UNIT-III:

ALU, Types of Memories, Selection of memory system, Internal Organization of ALU, Role of control unit register, Boolean algebra and binary operations, Data Structure, Files and Access Mechanism.

UNIT-IV:

Structure Computer Organization, High Level Language, Assembly language, Assembler, Operating System and its role, Virus & Anti-virus and Its applications.

UNIT-V:

Practical 50 Marks.

Windows, MS Word, MS Excel, Accounting Packages, MS- Power Point, MS- DOS- Operating System.

References Books:-

1. R.K. Sinha- Computer Fundamentals.
2. V. Rajaraman- Fundamental of Computers.
3. A.S. Tanenbaum- Structure Computer Organization.

SEMESTER- II
Paper Code- BA-2.1

COST & MANAGEMENT ACCOUNTING
(Supportive - I)

COURSE OUTCOMES

At the end of this course, a student would learn the concepts of costs, classifications of costs, costing methods and techniques for managerial decisions and would get a glimpse of practices.

UNIT-I:

Cost Analysis, Cost concept and classification, Elements of Cost, Preparation of cost sheet allotment and absorption of Overhead.

UNIT-II:

Process costing, Job Costing, Contract Costing and Application of Process costing for joint products and by products.

UNIT-III:

Managerial Costing and breakeven analysis- Application in Decisions Making, Differential Costing.

UNIT-IV:

Standard costing, Budgeting, Budgetary control.

UNIT-V:

Case Analysis relating to subject

References Books: -

1. Sharma & Gupta- Management Accounting, KalayaniPublishers.
2. S.N. Maheswari- Principle of Management Accounting, SultanChand.
3. Jain & Narang- Cost Accounting, Kalayanipublisher.
4. R.N. Anthony- Management Accounting, Richard D.Irwin.
5. N.L. Hingorani- Management Accounting, Sultan Chand & Sons.
6. Homgreen- Cost Accounting, Prentice- Hall12.

SEMESTER- II
Paper Code- BA - 2.2

QUANTITATIVE METHODS FOR MANAGEMENT-II

COURSE OUTCOMES

At the end course students will acquaint with the important quantitative techniques which play an important role in the decision-making process and enable the students to arrive at optimal or near-optimal solutions to complex decision-making problems.

UNIT-I:

Introduction to LPP, Formulation of LPP, Graphical Methods and Simplex Method, Management problems and case handling.

UNIT-II:

Linear Programming, Transportation problem, Routing and Assignment models, Game Theory.

UNIT-III:

Sequencing Dynamic Programming, Queuing System, PERT/ CPM.

UNIT-IV:

Multi- Objective Decision- making, non-interacting and interactive Decision- making, Recommended.

UNIT-V:

Case Analysis relating to subject

References Books: -

1. Wagner- principles of operatingResearch.
2. K. Swarup, P.K. Gupta, Manmohan- OperationResearch.
3. Keeney and Raiffa- Decisions with multiple objectives, Wiley, Newwork.
4. H.J. Zimmerman- Fuzzy set theory and itsapplication.

SEMESTER- II
Paper Code- BA - 2.3

ORGANIZATION OF BEHAVIOUR-II

COURSE OUTCOMES

Students will be able to apply the frameworks & tools effectively to analyze & approach various Organizational situations. Able to modify their own beliefs, assumptions, and behaviors with respect to how individuals, groups and organizations act in order to expand the options of approaches and increase their own effectiveness.

UNIT-I:

Leadership: Definition, Traits, Leadership function and components and components of leadership, leadership styles, leadership approaches, Theories of leadership, Situational leadership.

UNIT-II:

Group dynamics: Formation of group and stages of group development types of groups, size status and effect of group behavior, Role relationship, Group norms, Cohesiveness in groups Models of small group behavior, understanding Group effectiveness conflict and conflict resolution.

UNIT-III:

Management of stress: Potential sources of stress, consequences of stress management, strategies, Implication of stress for performance and satisfaction, time management crisis, delegation and information overload.

UNIT-IV:

Organization climate and culture: Factor affecting organizational climate, organization context, structure, process, physical environment, systems, value and norms measuring organizational climate, morale and organizational culture, creating, learning and sustaining culture organizational development (OD)

UNIT-V:

Case Analysis relating to subject

References Books: -

1. Stephen P. Robbins- Organizational Behavior, PHI.
2. L.M. Prasad- Organizational Behavior, Sultan Chand & Sons.
3. R. Aswathappa- Organizational Behavior, Himalaya Publishing House.
4. Rao & Narayana- Organizational Behavior, Konark Publishing House.

SEMESTER- II
Paper Code- BA - 2.4

MANAGEMENT INFORMATION SYSTEM

COURSE OUTCOMES

Record the current issues of information technology and relate those issues to the firm and analyze how information technology impacts a firm with of information technology and information system in business.

UNIT-I:

Management Information System: Basic Concept, sub-system, integrated system. Information requirement of various levels of management, organization on information processing units, MIS and data processing, operating elements of information system.

UNIT-II:

Decision support system: Introduction, Understanding DSS, MIS and DSS-Decision making, Types of Decisions, Analytics and Business Intelligence, Business Intelligence techniques

UNIT-III:

Analysis of information system: System Development Life Cycle (SDLC), structure approach, structure tools, structured chart, evaluation of system design, coupling cohesion.

UNIT-IV:

Design of information system: fundamental concept of the file design, data base design, input- output design, system security.

UNIT-V:

Case Analysis relating to subject

References Books:-

1. Murdic& Ross- Information system for modernmanagement.
2. C.S. Parker- Management information system- strategy andaction.
3. Lee- introductory system analysis and design (Vol- I &II).
4. A ZiyaAskatas- Structure Analysis and Design of InformationSystem.

SEMESTER-II
Paper Code- BA - 2.5

HUMAN RESOURCE MANAGEMNET – I

COURSE OUTCOMES

Student will demonstrate the role of HRM in an organization and utilize the knowledge to gain competitive advantage through people. This course will also enable the students to meet HR challenges in the present scenario.

UNIT-I

Concept, nature and scope of human resource management, vis-à-vis personnel management, growth and development of human resource management in India, Role and function of personnelmanager.

UNIT-II:

Human Resource Planning, concept and objective, job analysis, recruitment and selection procedures- tests and interviews, induction, promotion: purpose, transfer policies and procedures types of transfers, separations: different types of separations, management of redundancies.

UNIT-III:

Training in organization: its objectives, process of training, different types of training programs, on the job and off the job training, evaluation of training program.

UNIT-IV:

Performance appraisal: its objectives uses and methods traditional vs modern method, management by objective (MBO), total quantity management (TQM), Kaizen, JIT, QC, Quality of Work Life (QWL).

UNIT-V

Case Analysis relating to subject

References Books:-

1. Dale S. Beach, PersonnelManagement.
2. E.B. Flippo, PersonnelManagement.
3. C.B. Mamoria, PersonnelManagement.
4. C.S. VenkatRatnam and B.K. Srivastava, Personnel Management and HumanResources.
5. P. Amstrong, HRM. 6.P. Subba Rao, HRM: Text andCases.

SEMESTER- II
Paper Code- BA - 2.6

MARKETING MANAGEMENT - II

COURSE OUTCOME

Students will be able to Understand the function of Marketing Channel, Promotion and Marketing Research Process their needs and importance. Student will also learn the dynamic of Rural Marketing, Industrial Marketing and service Marketing.

UNIT - I

Place – Nature & Function of Marketing Channel: Channel Designs Decisions, Channel Management Decisions.

UNIT - II

Promotion – Personal Selling (Management of sales Force) Advertising (Nature of Various Media Suitability and Selection of Media), Sales, Promotion, Public Relations.

UNIT - III

Marketing Information System and Marketing Research Process – Need, Importance, Steps with Emphasis on Research Design.

UNIT - IV

Digital Marketing: Concepts and Evolution of Digital Marketing, Difference between Digital Marketing and Traditional Marketing, Objectives & Components of Digital Marketing, Digital Marketing Mix, Digital Marketing Tools. Retail Marketing- Concepts & its types.

UNIT - V

Case Analysis

Recommended Books –

1. Philip Kotler – Marketing Management – Analysis Planning, Implementation And Control MilleniumEdn.
2. Philip Kotler – Principles OfMarketing
3. W.J.Stanton – Fundamentals OfMarketing
4. V.S. Ramaswamy&Namakumari – Marketing Management-1
5. RanjanSaxena – MarketingManagement-2
6. Huh@spech – Industrial MarketingManagement
7. RichardM.Phil, Alexander & Cross – IndustrialMarketing
8. Bajaj, C.Srivastava, N. Retail Management, Oxford, NewDelhi

SEMESTER- II
Paper Code-BA - 2.7

FINANCIAL MANAGEMENT - II

COURSE OUTCOME

After completion of the course the students will be able to understand the details of various concepts like Dividend policy, Working Capital Management and financial systems. This paper also to develop analytical skills which facilitate the decision making in Business situations.

UNIT-I:

Dividend policy: Types of dividends, forms of dividends, Factor influencing dividend policy, MM Approach, Walter's Approach.

UNIT-II:

Working Capital Management: Concept, types, determinants of working capital, estimating working capital, requirements, Cash management, Cash planning, Inventory Management- Objectives and techniques.

UNIT-III:

Capital Market, Capital Market Environment, guidelines for issue of new securities, Role of SEBI, Secondary market, regulating for functioning stock market in India.

UNIT-IV:

Mutual Fund, Merchant Banking, Venture Capital, Foreign Capital & Collaboration.

UNIT-V:

Case Analysis relating to subject

References Books: -

1. Pandey I.M- Finance Management, BikashPublication.
2. Khan & Jain- Finance Management, TMH.
3. Chandra Prasanna- Finance Management, TMH.
4. Weston & Brigham- Managerial Finance, R.H.W.
5. Rostogi, R.P.- Finance Management, GalgotiaPublication.
6. Gordon and Natarajan- Financial Market Services, Himalaya Publishing House.
7. S. Guruswami- Financial Market Institutions, Thomson.

SEMESTER- II
Paper Code- BA- 2.8

SUMMER PROJECT

COURSE OUTCOME

Students will

- Understand on job skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
- Get insight in working of the real organizations.
- Understand the specific functional areas and match linkages among different functions and departments.
- Discover career opportunities to students in exploring in their areas of interest

At the end of the 2nd Semester a student has to undergo on the job training during May-July in the organization for 6-8 Weeks to gain practical insight into the real-life business. During the semester he/she will prepare a report under the joint- guidance of a company executive and an internal guide from among the faculty members of the department.

Evaluation System:

Project Report- 50 Marks

Presentation- 25 Marks

Viva-voce- 25 Marks

The evaluation will be carried out by the faculty members of the Department and the external Examiner recommended by BOS. Attending the summer training is must and submission of report with which students are not promoted to 3rd Semester.

SEMESTER- III

Paper Code – BA - 3.1

BUSINESS COMMUNICATION
(Supportive – II)

COURSE OUTCOME

Students will be able to understand fundamentals of communication and demonstrate necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public.

UNIT:I

Communication: Definition, concept, process of communication, Dimension in organization-upward, downward, channels of communication, communication Strategy, barriers and gate way in communication.

UNIT:-II

Oral & Written communication: process and problems: role of non- verbal communication, conversation, presentation, probing, listening-level types, barriers and skills, use in business organization.

UNIT:-III

Proposal and report writing: objectives, type-requisites, And committee dynamics: purpose and process of committee formation, type of committees, barriers to effective working in committees.

UNIT:-IV

Pre and post meeting documentation: preparation of notice, agenda, negotiation-concept and types, interviews-process, public relation concept- need importance of PR in business organization, various media of public relation.

UNIT:-V

Case Analysis relating to subject

References Books: -

1. Rai and Rai- BusinessCommunication
2. Nagaraj and Rajarao- Essentials of BusinessCommunication
3. Pradhan, Bhende and Thakur- BusinessCommunication
4. R.Pal and J.S Korlahalli- OrganizationCommunication.

SEMESTER- III

Paper Code – BA - 3.2

HUMAN RESOURCE MANAGEMENT: II

COURSE OUTCOME:

Students will get brief knowledge on wage and salary administration, gives an insight into the IR scenario in India and create understanding about role of Govt., society and trade union in IR . Case studies will further augment the understanding of the subject.

UNIT:-I

Concept and definition of wages and salary, components of wages, criteria of wage fixation, job evaluation, method of wage determination in India, wage differentials, method of payment, incentive payment.

UNIT: -II

Industrial Relation: Concept, values and Scope, approaches to industrial relation- unitary, pluralistic systems and radical approaches, Role of state and industrial relation.

UNIT: -III

Trade unionism: concept, function and structure, union registration and recognition. Industrial dispute: concept, forms and types, cause, prevention and settlement of industrial disputes.

UNIT: -IV

Collective bargaining- nature, scope and functions, theories of bargaining- marketing, government and managerial, workers participation in management: nature, scope and objective, growth of workers participation in India.

UNIT: -V

Case Analysis relating to subject

References Books: -

1. C.B Mamoria, Dynamic Of Industrial Relations, HPH.
2. Sinha, Sinha And Sekar , Industrial Relation And Labour Legislation In India.
3. G.Remanujan, India Labour Movement.
4. Arun Monnappa, Industrial Relations, TMH.
5. B.R Patil, Collective Bargaining.

SEMESTER-III

Paper Code – BA - 3.3

PRODUCTION AND OPERATION MANAGEMENT

COURSE OUTCOMES

After completion of this course students will be able to acquire more knowledge on various operational aspects of Production Management, important Production Management techniques and different problem-solving methodologies. Case studies will further augment the understanding of the subject. and how the focus of TQM has become so important for all companies in recent times

UNIT:-I

Basic concept: Production and operation management function, various production processes and their selection: production and productivity, Measurement of productivity.

Work study: Method study- procedure the techniques, work measurement; time study and work sampling; performance rating and allowances.

UNIT:-II

Facility planning: facility location factors, principles and techniques used; different layout: Material handling systems and equipment.

Production design and development, strategies for new product introduction; development process: interaction product and process, interaction between product and process design, product life cycle.

UNIT:-III

Inventory Management: concept of inventory; independent and dependent demand inventory cost, structure, inventory models, EOQ, ABC and other classifications, principles of material requirement planning.

UNIT:-IV

Quality: concept of quality of design, total quality management concepts, project management organization, critical path method (CPM).

UNIT:-V

Maintenance management and computer-aided POM- maintenance and replacement policies; preventive and break down maintenance; economics of replacement, individual and group replacement.

References Books:-

1. Schroeder R.G- Operation Management, M.C GrawHill
2. Riggs J.L – Production Systems John Wiley & Sons
3. Dilworth J.B- Production Operation \ Operation Management, M.C GrawHill
4. Aswathappa & Sridhar Bhat- Production and Operation Management.

SEMESTER- III

Paper Code – BA - 3.4

BUSINESS LAW

COURSE OUTCOMES

Students will gain the knowledge on basic legal concepts, Indian legal environment in which Business operate and able to understand the fundamentals of legal issues pertaining to the business world to enhance their ability to manage businesses effectively.

UNIT:-I

Indian Contract Act, 1872- Contract defined, Elements of valid contract, classification of contracts, offer and acceptance, Consideration, Capacity to contracts, Free consent, Legality of object and consideration, Illegal agreements, Termination of contracts, Breach of contract, Agency.

UNIT: -II

Companies Act, 2013- Nature and kinds of companies, Formulation, Memorandum, Articles, Prospectus, Capital- Shares, Debentures, borrowing powers, minimum subscription, Directors; Winding up of companies.

Sale of Goods Act, 1930- Classification of goods, Condition & Warranties, Passing of Property, right of unpaid seller, Remedies for breach of Contract of Sale of Goods.

UNIT: -III

The Competition Act 2002: Competition Commission of India, Duties, Powers & Function of Commission, Duties of Director General, Penalties, Foreign Exchange Management Act, 1999.

UNIT: -IV

Consumer Protection Act. 1986 Objectives of the Central Council and State Council, Composition jurisdiction of district forum, Mode of complaints, Procedures of complaints, Penalty Negotiable Instrument Act, 1881.

UNIT: -V

Case Analysis relating to subject

References Books:-

1. N.D. Kapoor : Mercantile Law including Industrial Law, SultanChand.
2. P.P.S. Gonga: A Textbook of Business Law, S. Chand &Co.
3. S.S. Gulshan& S. Pandit : Business Law, Himalaya PublishingHouse.
4. K.R. Bulchandani : Business Law, Himalaya PublishingHouse.

SEMESTER- III
MARKETING MANAGEMENT GROUP

Paper Code- BA - 3.5

PRODUCT AND SERVICE MARKETING

COURSE OUTCOMES

This course enables the students to understand the details of the product and service Management and experience with CRM and role of IT in managing service operations

UNIT:-I

Product Management: Meaning, scope & Objectives of Product Management, Product planning, Product Positioning, New product: Planning and Development.

UNIT:-II

Brand Management: Basic Concept, Brand Building, Brand Equity, Brand Extension, Brand Positioning & Repositioning, Brand Personality.

UNIT: -III

Marketing of Services: Basic Concept, Characteristics & there marketing Implications, Classification of Services, Services marketing Management.

UNIT: -IV

Service Marketing Mix, Measuring and Managing Service Quality, Customer Retention & Relationship Marketing.

UNIT: -V

Case Analysis relating to subject

References Books:-

1. E.A. Pessemir- Product Management- Strategy & Organisation.
2. W.S. Sachs & G. Benson- Product Planning & Management.
3. Ramanuja Mazumdar- Product Management.
4. Adrian Payne- The Essence of Service Marketing.
5. Berry & Parsuraman- Service Marketing.
6. S.M. Jha- Service Marketing.

SEMESTER-III
MARKETING MANAGEMENT GROUP

Paper Code - BA- 3.6

CONSUMER BEHAVIOUR AND MARKETING RESEARCH:

COURSE OUTCOMES:

Students will be able to define the conception of consumer behavior, importance of consumer behavior in the context of marketing and details of Marketing Research.

UNIT:-I

Consumer Behavior- Meaning, scope & importance of its study in marketing. The consumer decision-making process, Consumer Buying Role, Personality, Perception and Learning.

UNIT: -II

Models of Consumer Behaviour- Nicosia, Howard- Sheth, Engel Kollat- Black Well, Sheth Family decision-making models, Diffusion of innovation.

UNIT: -III

Marketing Research Process- Research Design, data Collection, sampling and Sampling designs, Questionnaire.

UNIT: -IV

Data Analysis- Report-writing, Consumer Research, Product research & motivation Research.

UNIT: -V

Case Analysis relating to subject

References Books:-

1. James F. Engel, Roger D., Blackwell & Paul j. Miniard- ConsumerBehaviour.
2. Lean G. Schiffman&Desline Lazar Kanuk- ConsumerBehaviour.
3. D.D. Sharma- Marketing Research- Principle, Application &Cases.
4. D.J Luck & R.S Rubin- MarketingResearch.
5. Boyd- Marketing Research L. Concept &Cases.

SEMESTER- III
FINANCIAL MANAGEMENT GROUP

Paper Code - BA- 3.8

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT:

COURSE OUTCOMES:

Students will be able to understand the concept of Portfolio Management and various tools and methods of evaluating the portfolio.

UNIT:-I

Meaning of Investment, Characteristics, Objective of Investment, Concept of risk and return, Elements of Risks, Measurement of Risks.

UNIT: -II

Portfolio Analysis: Portfolio Management, Phases of Portfolio Management, Markowitz Model, Sharpe Model, CAPM.

UNIT: -III

Fundamental Analysis: Economic Analysis, industry analysis, company analysis. Technical Analysis indicators forecasting individual stock performance measurement of managed portfolios.

UNIT: -IV

Efficient Market Hypothesis: Forms of Efficient market hypothesis, Competitive market hypothesis, Random walk Theory, Portfolio revision.

UNIT: -V

Case Analysis relating to subject

References Books:-

1. Jack Clart Francis- Management of Investment, McGrawHill.
2. Sharpe Alexander Baliem-Investment.
3. Jordan & Fisher- Security Analysis and Portfolio Management, Prenticehall.
4. Geogerry and Stanley- Fundamental of Investment Management, IrvinHomewood.

SEMESTER- III
FINANCIAL MANAGEMENT GROUP

Paper Code - BA- 3.9

MANAGEMENT OF FINANCIAL SERVICE:

COURSE OUTCOMES

Students will understand the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.

UNIT:-I

Money market: Money market instruments, capital market- Primary Market, Secondary Market, Function.

UNIT: -II

SEBI, Functions, powers, guidelines of SEBI for Primary Market, NSE, BSE

UNIT: -III

Merchant Banking: merchant banking in India, Merchant Banks and Services Commercial Banks, Venture Capital: Meaning, features, Indian Scenario.

UNIT: -IV

Credit Rating: Credit rating in India, Benefits of Credit Rating, Credit rating agencies in India, Rating Methodology, Credit rating symbols, limitations, Mutual Funds: importance classification, advantages, performance of Mutual Fund in India.

UNIT: -V

Case Analysis relating to subject

References Books: -

1. J.C. Verma- Merchant Banking.
2. Gordon, Natrajan- Financial Market & Service, Himalaya Publishing House.
3. R.V. Kamath, S.A. Keshan, & T. Viswanath- The principle of Practice of Leasing & Lease.

SEMESTER- III

HUMAN RESOURCE MANAGEMENT GROUP

Paper Code- BA – 3.11

TALENT MANAGEMENT

COURSE OUTCOMES

The students will be able to equip themselves with necessary skill, knowledge to manage the talents as a super keeper in the organization and to learn how to train, retrain and compensate the talented employees using various techniques.

UNIT:-I

Overview of Talent management, Strategic Importance of Talent, Talent imperatives, Elements of Talent management, Workforce Diversity and Talent management, Role of HR in Talent management

UNIT: -II

Talent Acquisition and Workforce Planning: Identifying Talent Needs, Sourcing Talent, Recruitment, Screening and Selection. Talent Development and Deployment: Methods of Talent Development, Competency Mapping, Competency Models.

UNIT: -III

Talent Retention and Engagement: Cost and Consequences of Talent Departure, Diagnosing Causes of Talent Departure, Designing Engagement Strategies, Drivers of Engagement.

UNIT: -IV

Effectiveness of Talent Management: Measuring Contribution of Talent to Business Performance, Talent Metrics, Transformation and reorganization of HR, Future Challenges of talent management for the organization.

UNIT: -V

Case Analysis relating to subject

References Books: -

1. Cheese, p. Thomas, R.J., & Cairg, E. (2008). The Talent Powered Organization. Kogan page Ltd.
2. Berger, D.R., & Berger, L.A. (2011). The Talent Management Handbook (2nd ed.). Tata McGraw Hill.
3. Stringer, H., & Rueff, R. (2006). Talent Force: A new manifesto to the human side of business. Prentice hall.
4. Effron, M., & ort, M. (2010). One page talent management: eliminating complexity, adding value. Harvard businesspress.

SEMESTER- III

HUMAN RESOURCE MANAGEMENT GROUP

Paper Code- BA – 3.13

EMPLOYEE RELATION AND LABOUR LEGISLATIONS COURSE

OUTCOMES

Students will have brief understanding on different approaches of employee relations, Trade Unionism and labour legislations. This paper also develops an idea on application and interpretation of the various labour laws and their implications for industrial relations and labour issues.

UNIT:-I

Approaches of industrial relations: Unitary, Pluralistic, Radical Approaches, IR system, Concept and Values in IR – Individualism vs. Pluralism, Integrity and trust, fairness and equity, role of state IR

UNIT: -II

Trade Unionism & Collective Bargaining: Concept, Function and Structure, Union Registration and Recognition, Trade Unionism in India, Nature, Scope, Stages and Functions of Collective Bargaining, Bargaining Process. Industrial Disputes: Concept, Causes and Types, Procedure for Settlement of Disputes in India, Grievance Management.

UNIT: -III

Participative Management: Concept, scope and objectives, workers participation in Indian industries, employee empowerment, employee participation in management. Industrial Discipline- Disciplinary action, employee counselling. Legal Aspects and employee relations

UNIT: -IV

Factories act, 1948, Mines Act 1952, contract labour (Regulation and Abolition) Act, 1970. Trade union Act, 1926, Industrial Employment (standing orders) Act, 1946, industrial Disputes Act, 1947

UNIT: -V: Case Analysis relating to subject

References Books: -

1. Venkat Ratnam, C.S. (2006) Industrial Relations. Oxford university press
2. Sinha P.R.N., Sinha, I., & Shekhar, S.P. (2009). Industrial Relations, trade unions and labour legislation (4th ed.). Pearson education
3. Memoria, C.B., Memoria, S., & Gankar, S.V. (2013) Dynamics of Industrial Relations (13th ed.). Himalaya Publishing House.
4. Malik, P.L. (2009). Handbook OF Labour and industrial law (12THed.). eastern book company

SEMESTER-IV

Paper Code- BA – 4.1

STRATEGIC MANAGEMENT

COURSE OUTCOMES:

After studying this paper, a student can get appropriate knowledge and skills to take strategic managerial decisions and optimally utilize the resources available.

UNIT:-I

General Concept: Mission, Objective and strategy, SWOT analysis strategy and product life cycle, comparative displays, design of corporate identity.

UNIT:-II

Process of strategy formation: Porter's 5- Bocks model- strategy towards buyers and suppliers, genetic strategies- cost, Difference and focus strategies, market signals and competitor selection, recent development in strategy, core competence, strategic vision, strategic intent, Achieving national competitive advantage.

UNIT:-III

Alternative Strategies: Stability and growth strategy, vertical integration and capacity expansion, Division, Diversification, Mergers and acquisition, strategic alliances, Retrenchment Strategy.

UNIT:-IV

Implementation of strategy: Implementation variable, organization structure Leadership, Value and aspiration and management: Social Responsibility of Business; Evaluation of corporate strategy.

UNIT:-V

Case Analysis relating to subject

References Books:-

1. Michael Porter- Competitive Strategy, FreePress.
2. Ansoff - Corporate Strategy, Pelican.
3. Ansoff- Strategic ManagementMacmillan.
4. Srivastave- Corporate Strategy and PlanningHimalaya.
5. Christenson Andrews, Guth& Porter, Business Policy, Text & Cases,Irwin.
6. Sharpin - Strategic Management, McGrawHill.
7. Smith, Griman- Dynamic Of competitive Strategy,Stage.

SEMESTER-IV
Paper Code- BA – 4.2

BUSINESS ETHICS AND CORPORATE GOVERNANCE

Course Outcome

This course provides a conceptual and theoretical understanding of ethical corporate governance and helps the students to gain insight into and awareness of ethical behaviour in corporate. It will also aid to determine the ethical dilemmas in common business situations, to recognize them, and to find ways to resolve in order to enhance the corporate performance.

UNIT-I

Corporate Ethics: Ethics and Business (Indian And International), Sources Of Ethical Knowledge For Business, Ethics In Business Disciplines, Roots Of Unethical Behaviour, Ethical Decision Making.

UNIT-II

Corporate Social Responsibility (CSR): CSR Principles and Strategies, Models Of CSR, CSR Indian And International Perspective. Major Failures in Corporate Governance Indian and International Context.

UNIT-III

Conceptual Framework of Corporate Governance: Meaning, Theories Of Corporate Governance, Models Of Corporate Governance, Model of Corporate Governance: Director, Board Role and Responsibilities, Regulatory Framework of Corporate Governance In India

UNIT-IV

Codes And Standards on Corporate Governance: OECD Principles of Corporate Governance, 1999, CACG Guidelines/Principles for Corporate Governance in Commonwealth, 1999, The Corporation and Public Policies In Governing Business.

UNIT-V

Case Analysis relating to subject

References Books:-

1. Fernando, A.C.(2010). Business Ethics and Corporate governance. Pearson Education
2. Velasquez, M.G.(2011). Business Ethics : CONCEPT AND CASES(7th ed.). PHI Learning.
3. Gosh, B.N.(2009). Business Ethics and Corporate governance. Tata McGraw Hill
4. Soloman, J.(2011). Corporate governance and accountability(3rd ed.). John wiley and Sons.

SEMESTER-IV
Paper Code- BA – 4.3
ENTREPRENEURSHIP DEVELOPMENT

Course Outcome

This paper sensitizes the students to understand entrepreneurship as a career and skill required for it and provide knowledge on entrepreneurial environment and related issues. Finally encourage students to take entrepreneurship as profession and to participate in business incubation

UNIT- I

Entrepreneurship; Concept, Characteristic of successful entrepreneur, types, role of entrepreneurship in economic development, Difference between entrepreneur and entrepreneurship, entrepreneur and manager, factor affecting entrepreneurship.

UNIT-II

Micro, small and medium entrepreneur; Micro enterprises, small enterprises, medium enterprises, large enterprises, features of small enterprises, importance of small enterprises, Government policies of small enterprises.

UNIT-III

Planning for an Industrial unit/ Enterprises; functional plan: marketing plan, marketing research for new venture, identification of business opportunities, criteria for selection of small enterprise, inputs required for setting up a small enterprise for a new entrepreneur, entrepreneurship development, factors affecting entrepreneur growth. (Industrial Visit may be insisted).

UNIT-IV

Enterprise Management; Business: features of business, components of business, Different form of business organization and their characteristics, sole proprietorship: basic characteristics of sole proprietorship, advantages of sole proprietorship, disadvantages, Partnership: basic characteristics of Partnership, types of Partnership, Partnership deed, advantages, disadvantages, kinds of Partnership.

UNIT-V

Institutional support to entrepreneur; need for institutional support, specialized institution: SIDBI, SIDO, SSI, IPICOL, IDCO, DRDA

References Books:-

1. Entrepreneurship development by Swarup Sahoo, Himalaya Publication House, Mumbai
2. Entrepreneurship by Abha Mathur, Taxman , New Delhi

SEMESTER-IV
Paper Code- BA - 4.4

DISSERTATION AND VIVA-VOCE

COURSE OUTCOMES

Students will be able to Plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society, systematically identify relevant theory and concepts, relate these to appropriate methodologies, apply appropriate techniques and draw appropriate conclusions.

1. A student shall have to do a dissertation of 4 credits under the supervision of a teacher/ faculty of the department and submit the dissertation report to the department and there would be a Viva-Voce examination.
2. The report prepared by the student will be known as Dissertation Report. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem, ordinarily assigned by the organization where student chooses to research.
3. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problem faced.
4. The average size of report ordinarily will be of minimum 70 pages in standard font size (12/14) and double spacing.
5. Two neatly typed and soft bound (paper-back) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper

Evaluation System:

Project Report-	50 Marks
Presentation -	25 Marks
Viva-voce-	25 Marks

SEMESTER-IV

MARKETING MANAGEMENT GROUP

Paper Code- BA - 4.5

SALES AND DISTRIBUTION MANAGEEMNT

COURSE OUTCOMES

Students will able to find out distinguish importance of services marketing in the global, evaluate, classify, imagine and plan the successful service marketing. Learners also analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix .

UNIT:-I

Management of sales force - requirement, selection, training motivation & compensation of sales force.

UNIT: -II

Control evaluation of sales force, sales quotas, sales territories, forms of sale organization.

UNIT: -III

Distribution Management: Channel Behavior & organization, channel design decision, channel management decision.

UNIT: -IV

Physical Distribution- Nature, objective, warehousing, inventory & Transportation Management

UNIT: -V

Case Analysis relating to subject

References Books: -

1. Still Candiff&Govoni- Sales Management Decisions, Strategies &cases.
2. Rolph E. Ehderson, Joseph F. Fair & Alan J Bush- professional salesmanagement.
3. Albert Dumm&Eugeri, Johnson- Managing your salesterm
4. Sterms, Foster &woodside- Marketing Channels, system &strategies.

SEMESTER-IV

MARKETING MANAGEMENT GROUP

Paper Code- BA – 4.6

INTERNATIONAL MARKETING

COURSE OUTCOMES

The course participants will become more familiar with the nature and practices of international marketing. They should feel equally confident to be able to distinguish international marketing mechanics from the domestic marketing models and approaches.

UNIT:-I

International marketing: nature & scope, international Vs. Domestic Marketing, Global Marketing Environment.

UNIT:-II

Product Planning & Pricing for Export, Overseas Distribution & Promoting Product Globally.

UNIT:-III

Export: Import Policy, role of regional economic grouping- EEC, UNCTAD, WTO.

UNIT:-IV

Export: Documentation & Procedure, Role of state trading corporation export promotion council.

UNIT:-V

Case Analysis relating to subject

References Books:-

1. International marketing with power web by Philip R. Cateora, John Graham, Hardcover, Publisher:McGraw-Hill/Irwin.
2. Global marketing(3rd Edition) by warren J. Keegan, Mark Green, Publisher: PrenticeHall
3. Global Marketing Management by Masaaki Kotabe, KristiaanHelsen, Publisher: Wiley.

SEMESTER-IV

FINANCE MANAGEMENT GROUP

Paper Code- BA – 4.8

WORKING CAPITAL MANAGEEMNT

COURSE OUTCOMES

After completion of this paper students will become more familiar with determinants of working capital and techniques of managing the components of working capital.

UNIT:-I

Working capital management: Introduction, Determinants of working capital. Operating Cycle, working capital estimation, determining financing Mix Financing Current Asset.

UNIT: -II

Cash Management: Motives of Holding Cash, Objective of cash management, Cash budget, Cash Management Models.

UNIT: -III

Receivable Management: Introduction, Objective, Credit Policies, Credit terms, Collection policies, Monitoring and control of Receivable.

UNIT: -IV

Inventory Management: Introduction, objectives, need to hold inventories, Inventory Management Techniques, inventory pricing and financing.

UNIT: -V

Case Analysis relating to subject

References Books: -

1. V.K Bhalla- Working capital Management, Anmol Publications, NewDelhi.
2. I. M. Pandey- Financial management, Vikas Publishing House, NewDelhi.
3. Prasanna Chandra- Financial management, Prentice Hall, NewDelhi.
4. Hill And Sartoris- Short Term Financial Management, Prentice Hall, NewDelhi.

SEMESTER-IV

FINANCE MANAGEMENT GROUP

Paper Code- BA – 4.9

INTERNATIONAL FINANCE:

COURSE OUTCOMES

Students will have through understanding on Challenges International Financial management. Importance of Balance of payment and Foreign Exchange Market. Also develops the students to invent improved solution in complexities of managing finance of multinational firm.

UNIT-I

Meaning and nature of International Finance, Importance of International Finance, Difference Between International Financial management and Domestic financial Management, Recent Challenges International Financial management.

UNIT-II

Concept of Risk and Return, Types of Risk, Causes of Risk, Foreign Exchange Risk and Exposure, Exposure Management Constraints, Managing Economic Exposure.

UNIT-III

Balance of Payment, Meaning, Concepts, Importance of Balance of payment of India.

UNIT-IV

Foreign Exchange Market, Meaning and features, Function Factors affecting Foreign Exchange Market, Futures, Swaps.

UNIT-V

Case Analysis relating to subject

References Books:-

1. Shapiro- Multinational FinancialManagement
2. Giddy- Global FinancialMarket.
3. Devid F. Derosa- Mangeing ExchangeRisk.

SEMESTER-IV

HUMAN RESOURCE MANAGEMENT GROUP Paper Code- BA – 4.11

HUMAN RESOURCE DEVELOPMENT

COURSE OUTCOMES

Course creates an understanding on the role human resource development (HRD) on all the human resource activities of an organization, provides knowledge on the process of formulating and implementing organizational strategy for the development of talent. This course enables the students to cover the essential concepts in training and development and build a sound foundation for understanding the key issues.

UNIT:-I

Concept and objective of Human Resource Development, HRD Matrix, HRD climate, elements and measurement of HRD climate, workers development: objective, HRD as a system, HRD- A function, quality circle- A tool for worker development, job enrichment.

UNIT:-II

Line Manager and HRD, The supervisor and HR, motivation aspects of HRD practices in India with reference to manufacturing and service sectors- SAIL and State Bank of India.

UNIT:-III

Importance of training and management development- Its need and objectives in organization, method of determining training, Learning and learning theories, techniques of management development- job rotation under study methods case study, incident method, role playing in basket exercise, management game & T- Group Training.

UNIT:-IV

Performance appraisal: its objective, uses and methods, management by objectives (MBO), potential Appraisal, performance appraisal in selected organization (SAIL, NALCO).

UNIT:-V

Case Analysis relating to subject

References Books: -

1. U. Pareek and T.V. Rao, Designing and Managing human Resources System.
2. Lynton and Pareek, Training and Development.
3. R. Rayagopal, Human Resources Development.
4. S. Managaraj, Human Resources Development Practices.
5. T.V. Rao and K.K. Verma, Alternative Approaches and Strategies of HRD.
6. Arun Monnappa, Industrial Relation, TMH.

SEMESTER-IV

HUMAN RESOURCE MANAGEMENT GROUP

Paper Code- BA – 4.12

EMPLOYEE COMPENSATION AND SOCIAL SECURITY

COURSE OUTCOMES

This course promotes understanding on issues related to the compensation or rewarding human resources in the corporate sector, public services and other forms of organizations. This course also provides an understanding of the theoretical, applied and legal aspects of employee compensation and social security with special reference to India

UNIT-1

Introduction: Conceptual Framework of Compensation Management, components of Compensation, concept of wages- minimum wages, fair wages, living wages and CTC, theories of wages, job evaluation, wage and salary administration, wage differentials, wage fixation, method of wage determination in India

UNIT-II

Compensation at Micro level: Compensation practices of multinational and global organizations, incentive-based pay systems, Executive Compensation practices of MNCs. Employee Compensation and performance linked Compensation: employee Compensation, incentive payment, types of incentive plans

UNIT-III

Minimum wages Act, 1948, Payment of Wages Act, 1936, Payment of Bonus Act, 1965, Equal remuneration Act, 1976

UNIT-IV

Workmen's Compensation Act, 1923, Employees state Insurance Act, 1948, Employees provident funds and (Miscellaneous Provisions) Act, 1952, Payment of gratuity Act 1972, Maternity Benefit Act, 1961

UNIT-V

Case Analysis relating to subject

References Books:-

1. Milkovich, G.T., Newman, J.M., & Gerhart, B.A. (2010). Compensation (10TH ed.). Tata McGrawHill.
2. Martocchio, J.J., (2014). Strategic Compensation (7th ed.). Pearson Education
3. Henderson, R.I., (2006). Compensation MANAGEMENT in a knowledge based world (10th ed.). Pearson Education
4. Malik, P.L. (2013). Handbook of labour and industrial law (15th ed.). Eastern book company.