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SCHEME OF EXAMINATION

&

SYLLABUS

of

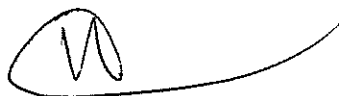
**MASTER OF BUSINESS ADMINISTRATION
(Choice Based Credit System)**

FROM THE ACADEMIC SESSION 2016-17

Department of Management Studies

**BHAGAT PHOOL SINGH MAHILA VISHWAVIDYALAYA,
KHANPUR KALAN
SONIPAT**

Session 2016-17



B. P. S. Mahila Vishwavidyalaya, Khanpur Kalan
Department of Management Studies

**COURSE CURRICULUM & SCHEME OF EXAMINATIONS FOR
Master of Business Administration (As per CBCS)
(W.E.F. July 2016-17)**

THE PROGRAMME

The Master of Business Administration (MBA) is a two—year full—time programme. The course structure of the programme is given here under:

MBA First Semester

First Semester (Theory papers)									
S.No.	Course Code	Course Title	Workload			No. of Credit	Division of Marks		
			L	P	T		Internal Marks	External Marks	Total Marks
1	SMS-2101	Principles and Practices of Management	4	0	1	5 Credits	20	80	100
2	SMS-2103	Financial Accounting & Analysis	4	0	1	5 Credits	20	80	100
3	SMS-2105	Statistics for Management	4	0	1	5 Credits	20	80	100
4	SMS-2107	Managerial Economics	4	0	1	5 Credits	20	80	100
5	SMS-2109	Business Environment	4	0	1	5 Credits	20	80	100
6	SMS-2113	Legal Aspects of Business	4	0	1	5 Credits	20	80	100
7	SMS-2111	Computer Applications & e-commerce	4	2	0	5 Credits	20	40(T) 40(P)	100
Total Hours/Credit			28	2	6	35	140	560	700

P= Practical
T= Theory

Second Semester									
Sr. No	Course Code	Course Title	Workload			No. of Credit	Division of Marks		
			L	P	T		Internal Marks	External Marks	Total Marks
1	SMS-2102	Organisational Behaviour	4	0	1	5 Credits	20	80	100
2	SMS-2104	Business Research Methodology	4	0	1	5 Credits	20	80	100
3	SMS-2106	Marketing Management	4	0	1	5 Credits	20	80	100
4	SMS-2108	Financial Management	4	0	1	5 Credits	20	80	100
5	SMS-2110	Human Resource Management	4	0	1	5 Credits	20	80	100
6	SMS-2112	Production and Operations Management	4	0	1	5 Credits	20	80	100
7	SMS-2114	Business Communication & Skills Development	4	2	0	5 Credits	20	40(T) 40(P)	100
Total Hours/Credit			28	2	6	35	140	560	700

Third Semester										
S.No	Course Code	Course Title	Workload			No. of Credit	Specialization	Division of Marks		
			L	P	T			Internal Marks	External Marks	Total marks
1.	SMS-2201	Business Policy & Strategic Management	4	0	1	5 Credits	Compulsory paper	20	80	100
2.	SMS-2203	International Business	4	0	1	5 Credits	Compulsory paper	20	80	100
3.		Open elective under CBCS	4	0	0	4 Credits	Compulsory paper	20	80	100
4.		Major Elective I	4	0	1	5 Credits	Elective	20	80	100
5.		Major Elective II	4	0	1	5 Credits	Elective	20	80	100
6.		Major Elective III	4	0	1	5 Credits	Elective	20	80	100
7.		Minor Elective I	4	0	1	5 Credits	Elective	20	80	100
8.	SMS-2207	Summer Training Report				4 Credits	Compulsory paper	20 (Presentation)	Report Evaluation 40 Viva-Voce 40	100
Total Hours/Credit			28	0	6	38		160	640	800

ELECTIVE -I MARKETING (Major)

1.	SMS-2209	Consumer Behaviour	3 RD SEMESTER							
2.	SMS-2211	Advertising Management	3 RD SEMESTER							
3.	SMS-2213	Marketing Research	3 RD SEMESTER							

ELECTIVE -I MARKETING (Minor)

1.	SMS-2209	Consumer Behaviour	3 RD SEMESTER							
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ELECTIVE - II FINANCE (Major)

1.	SMS-2215	Financial Services and	3 RD SEMESTER							
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Institutions			
2.	SMS-2217	Security Analysis & Portfolio Management	3 RD SEMESTER
3.	SMS-2219	Banking and Insurance	3 RD SEMESTER
ELECTIVE - II FINANCE (Minor)			
1.	SMS-2215	Financial Services and Institutions	3 RD SEMESTER
ELECTIVE - III HRM (Major)			
1.	SMS-2221	Industrial Relations & Labour Laws	3 RD SEMESTER
2.	SMS-2223	Organisation Change & Development	3 RD SEMESTER
3.	SMS-2225	Human Resource Development Systems	3 RD SEMESTER
ELECTIVE - III HRM (Minor)			
1.	SMS-2225	Human Resource Development Systems	3 RD SEMESTER
ELECTIVE - IV Information Technology (Major)			
1.	SMS-2227	Database Management System	3 RD SEMESTER
2.	SMS-2229	System Analysis & Design	3 RD SEMESTER
3.	SMS-2231	Information System Management	3 RD SEMESTER
ELECTIVE - IV Information Technology (Minor)			
1.	SMS-2227	Database Management System	3 RD SEMESTER

Note: "Open elective under CBCS" means students will opt one course as an open elective from the pool of open elective courses to be decided by the university CBCS Board.

Fourth Semester										
S.No	Course Code	Course Title	Workload			No. of Credit	Specialization	Division of Marks		
			L	P	T			Internal Marks	External Marks	Total marks
1.	SMS-2202	Entrepreneurship Development	4	0	1	5 Credits	Compulsory paper	20	80	100
2.	SMS-2204	Business Ethics & Corporate Governance	4	0	1	5 Credits	Compulsory paper	20	80	100
3.		Open elective under CBCS	4	0	0	4 Credits	Compulsory paper	20	80	100
4.		Major Elective I	4	0	1	5 Credits	Elective	20	80	100
5.		Major Elective II	4	0	1	5 Credits	Elective	20	80	100
6.		Major Elective III	4	0	1	5 Credits	Elective	20	80	100
7.		Minor Elective IV	4	0	1	5 Credits	Elective	20	80	100
8.	SMS-2208	Research Project				4 Credits	Compulsory paper	20 (Presentation)	Report Evaluation 40 Viva-Voce 40	100
Total Hours/Credit			28	0	6	38 Credits		190	610	800

ELECTIVE - I MARKETING (Major)			
1.	SMS-2210	Service Marketing	4th Semester
2.	SMS-2212	International Marketing	4th Semester
3.	SMS-2214	Sales, Distribution & Logistics Management	4th Semester
ELECTIVE - I MARKETING (Minor)			
1.	SMS-2214	Sales, Distribution & Logistics Management	4th Semester
ELECTIVE - II FINANCE (Major)			
1.	SMS-2216	International Finance	4th Semester
2.	SMS-2218	Commodity Derivatives	4th Semester
3.	SMS-2220	Project Management & Infrastructure Finance	4th Semester
ELECTIVE - II FINANCE (Minor)			
1.	SMS-2220	Project Management & Infrastructure Finance	4th Semester
ELECTIVE - III HRM (Major)			
1.	SMS-2222	Compensation & Performance Management	4th Semester
2.	SMS-2224	Cross Cultural Human Resource Management	4th Semester
3.	SMS-2226	Strategic Human Resource Management	4th Semester
ELECTIVE - III HRM (Minor)			
1.	SMS-2226	Strategic Human Resource Management	4th Semester
ELECTIVE - IV Information Technology (Major)			
1.	SMS-2228	Network Application and Management	4th Semester
2.	SMS-2230	Web Technologies	4th Semester
3.	SMS-2232	ERP-Advanced Business Application Programming	4th Semester
ELECTIVE - IV Information Technology (Minor)			
1.	SMS-2228	Network Application and Management	4th Semester

Note: "Open elective under CBCS" means students will opt one course as an open elective from the pool of open elective courses to be decided by the university CBCS Board.

SECOND YEAR

During Second year, in addition to compulsory papers and Research project, a student shall have to choose four optional papers in third & fourth semester from the list of optional papers announced at the beginning of each semester. The list of optional papers for third and fourth semesters shall confine to the availability of teachers. A student will specialize in two areas (One Major and other Minor) by opting at least three papers (in major area) and one paper (in minor area) in third and fourth semester respectively.

Consolidate Detail of MBA Programme			
S. No.	Semester	Total Credits	Total Marks
1	I	35 Credits	700
2	II	35 Credits	700
3	III	38 Credits	800
4	IV	38 Credits	800
Total Credits/Marks		146	3000



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Second Semester									
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			L	P	T		Internal Marks	External Marks	Total Marks
1	SMS-2102	Organisational Behaviour	4	0	1	5 Credits	20	80	100
2	SMS-2104	Business Research Methodology	4	0	1	5 Credits	20	80	100
3	SMS-2106	Marketing Management	4	0	1	5 Credits	20	80	100
4	SMS-2108	Financial Management	4	0	1	5 Credits	20	80	100
5	SMS-2110	Human Resource Management	4	0	1	5 Credits	20	80	100
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7	SMS-2114	Business Communication & Skills Development	4	2	0	5 Credits	20	40(T) 40(P)	100
Total Hours/Credit			28	2	6	35	140	560	700

Third Semester										
S.No	Course Code	Course Title	Workload			No. of Credit	Specialization	Division of Marks		
			L	P	T			Internal Marks	External Marks	Total marks
1.	SMS-2201	Business Policy & Strategic Management	4	0	1	5 Credits	Compulsory paper	20	80	100
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ELECTIVE - II FINANCE (Major)

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Institutions			
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3.	SMS-2219	Banking and Insurance	3 RD SEMESTER
ELECTIVE - II FINANCE (Minor)			
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ELECTIVE - III HRM (Major)			
1.	SMS-2221	Industrial Relations & Labour Laws	3 RD SEMESTER
2.	SMS-2223	Organisation Change & Development	3 RD SEMESTER
3.	SMS-2225	Human Resource Development Systems	3 RD SEMESTER
ELECTIVE - III HRM (Minor)			
1.	SMS-2225	Human Resource Development Systems	3 RD SEMESTER
ELECTIVE - IV Information Technology (Major)			
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2.	SMS-2229	System Analysis & Design	3 RD SEMESTER
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ELECTIVE - IV Information Technology (Minor)			
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Fourth Semester										
S.No	Course Code	Course Title	Workload			No. of Credit	Specialization	Division of Marks		
			L	P	T			Internal Marks	External Marks	Total marks
		Theory Courses:-								
1.	SMS-2202	Entrepreneurship Development	4	0	1	5 Credits	Compulsory paper	20	80	100
2.	SMS-2204	Business Ethics & Corporate Governance	4	0	1	5 Credits	Compulsory paper	20	80	100
3.		Open elective under CBCS	4	0	0	4 Credits	Compulsory paper	20	80	100
4.		Major Elective I	4	0	1	5 Credits	Elective	20	80	100
5.		Major Elective II	4	0	1	5 Credits	Elective	20	80	100
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2.	SMS-2212	International Marketing	4th Semester
3.	SMS-2214	Sales, Distribution & Logistics Management	4th Semester
ELECTIVE - I MARKETING (Minor)			
1.	SMS-2214	Sales, Distribution & Logistics Management	4th Semester
ELECTIVE - II FINANCE (Major)			
1.	SMS-2216	International Finance	4th Semester
2.	SMS-2218	Commodity Derivatives	4th Semester
3.	SMS-2220	Project Management & Infrastructure Finance	4th Semester
ELECTIVE - II FINANCE (Minor)			
1.	SMS-2220	Project Management & Infrastructure Finance	4th Semester
ELECTIVE - III HRM (Major)			
1.	SMS-2222	Compensation & Performance Management	4th Semester
2.	SMS-2224	Cross Cultural Human Resource Management	4th Semester
3.	SMS-2226	Strategic Human Resource Management	4th Semester
ELECTIVE - III HRM (Minor)			
1.	SMS-2226	Strategic Human Resource Management	4th Semester
ELECTIVE - IV Information Technology (Major)			
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SECOND YEAR

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2	II	35 Credits	700
3	III	38 Credits	800
4	IV	38 Credits	800
Total Credits/Marks		146	3000

MBA

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Syllabus (MBA) w.e.f. session 2016-17

External Marks: 80
Internal Marks: 20
Time: 3 Hrs

PRINCIPLES AND PRACTICES OF MANAGEMENT
PAPER CODE: SMS-2101

Objectives: The objective of this paper is to familiarize the students with basic management concepts and behavioural processes in the organization.

Unit I

Management: Nature, Purpose and functions, Managerial functions at different levels of organization, Management is Science or Art; Evolution of Management Thoughts: Taylor and scientific management, Fayol's contribution; Hawthorne studies, System and Contingency Approach to Management. Functions of a Manager: POSDCORB.

Unit II

Planning: Importance, Type of Plans And Strategies, Planning Process, business forecasting; Managing by Objectives- Concept, importance, benefits, limitations and process; Decision-Making: Importance, types, steps and approaches, Decision Making in various conditions, decision tree, group-aided decision, brainstorming.

Unit III

Organizing: Concept and types of organizations; span of management: concept and issues; Concepts of power and authority, empowerment; scalar principle; Line authority and staff relationship; Functional authority and decentralization. Delegation of authority; overview of staffing.

Unit IV

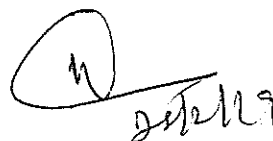
Leading: Concept and overview of leadership, Principles of leadership; Leadership styles-Autocratic, democratic, and free-rein, Concept of Leadership in Indian thought; Controlling: concept, types, process and techniques of control, Modern management techniques: an overview of various latest techniques: Business process Reengineering, business outsourcing, benchmarking, knowledge management, total quality management process.

Suggested Readings:

1. Heinz, Wehrich, Mark V. Cannice, and Harold Koontz, *Management: A Global and Entrepreneurial perspective*, 13th ed., Tata MacGraw-hill, 2010.
2. SP Robbins and M. Coulter, *Management*, 8th ed. Prentice-hall of india.
3. Newman, Summer, and Gilbert, jr., *Management*, 6th ed. Prentice-Hall of India.
4. Stoner, Freeman, and gilbert, jr., *Management* 7th.ed., Prentice-Hall of India.
5. Harold koontz and Heinz Wehrich, *Essentials Of Management*, 9th ed., Tata McGraw-hill, New Delhi, 2012.
6. Stephen P. Robbins David A. Decenzo, Sanghamitra Bhattacharya, and Madhushree Nanda Agrawal. *Fundamentals of Management: Essential concepts and applications*, 6th Ed., Pearson Education.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).



External Marks: 80
Internal Marks: 20
Time: 3 hrs.

FINANCIAL ACCOUNTING AND ANALYSIS
Paper Code: SMS 2103

Objectives: The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and application of financial and accounting information for planning decision-making and control. It acquaints students to the conventions and concepts of accounting.

UNIT-I

Financial Accounting - Meaning, scope and importance; Accounting concepts and conventions; Formation and importance of accounting Standards; Accounting process; Journal, ledger and trial balance: meaning, need and preparation; Depreciation (Straight line and diminishing balance methods).

UNIT-II

Preparation of Final Accounts: (a) Difference between Capital and Revenue Expenditure and Receipt. (b) Final Accounts (Trading Account, Profit and Loss Account, Balance Sheet); Financial accounts for non-profit organization: An overview.

UNIT-III

Financial Statement Analysis-Introduction, need of Financial Statements; Ratio analysis-Types of ratios, Importance, Limitations; Liquidity ratios, Leverage / capital structure ratios, Profitability ratios, Activity ratios, market capitalization ratios ;Common size statements. Fund Flow Statement: Meaning, nature and concept of gross and net working capital, preparation of schedule of changes in working capital, preparation of fund flow statement and its analysis; Cash flow statement: cash and non-cash transaction, preparation of cash flow statement and its analysis.

UNIT-IV

Management Accounting-An Introduction: functions and limitations of Management Accounting, role of management accountant, Management Accounting and Financial Accounting, Management Accounting conventions; Emerging concepts in Management Accounting. Budgeting: Nature and Objectives of Budget, types of budgets, zero base budgeting Performance Budgeting, Budgetary Control.

Suggested Readings:

1. Anthony, R. N., David F. Hawkins and Kenneth A. Merchant, Accounting: Text and Cases. 11th edition. Richard D. Irwin, Inc.
2. Shukla, M. C. T.S. Grewal and S. C. Gupta, Advanced Accounts, S. Chand & Co., New Delhi.
3. N. Ramachandaran and Ram Kumar Kakani, Financial Accounting for Management, Tata McGraw-Hill Publishing Co., New Delhi.
4. Jain, S.P and Narang K.L., Advanced Cost Accounting, Kalayni Publishers, Ludhiana.
5. Bhattacharya, Ashish K., Essentials of Financial Accounting, PHI, New Delhi.
6. M Y Khan and P K Jain, Management Accounting, TataMc Graw-Hill, New Delhi, 4th Edition
7. Financial Accounting by P. C. Tulsian, Pearson Publications, New Delhi
8. I M Pandey, Management Accounting, Vikas Publishing House, New Delhi,

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

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External Marks: 80
Internal Marks: 20
Time: 3 Hrs

STATISTICS FOR MANAGEMENT
Paper Code: SMS-2105

Objectives: The objectives of this course is to make the students learn about the application of statistical tools and techniques for decision- making.

UNIT-I

Definition and scope of Statistics; applications in decision making in Business. Statistics and Research, Measures of Central Tendency and Dispersion: Mean; Median; Mode; Quartiles; Standard and Quartile Deviation; Significance of Measures of Location and Dispersion; Coefficient of Variation.

UNIT-II

Probability: Basic Concepts and approaches, addition and multiplication, Probability Distribution- Binomial, Poisson, Normal Distributions. Sampling and sampling distribution: Reason and methods of sampling, Estimation: Estimator and estimates; point estimates of the population variance and standard deviation; interval estimates.

UNIT-III

Correlation analysis – meaning & types of correlation, Karl Pearson's coefficient of correlation and spearman's rank correlation; regression analysis – meaning and two lines of regression; Use of regression analysis; relationship between correlation and regression co-efficient. Statistical Quality Controls and Control Charts.

UNIT-IV


Hypothesis testing: One sample tests, Testing Hypotheses: Two sample, Chi-square and analysis of variance: Chi-square as a test of independence, as a test of goodness of fit. Inference about a population variance and two population variance.

Suggested Readings

1. Richard L, Levin and Rubin, Statistics for Management, 9th edition, Pearson Education, 2012.
2. T. N. Srivastava and Shelja Rego, Statistics for Management, Tata Macgraw Hill, Delhi, 2008.
3. Mark L. Berenson and David M. Levine, Basic Business Statistics: Concepts and application, Prentice-hall of India.
4. G. C. Beri, Business Statistics, Tata McGraw-Hil, 2012.
5. Sharma, J. K., Business Statistics, Pearson Education, Delhi.
6. Hooda. R.P. Statistics for Business & Economics, Macmillan India Ltd.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).


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External Marks: 80
Internal Marks: 20
Time: 3 Hrs

MANAGERIAL ECONOMICS
Paper Code: SMS-2107

Objectives:

The objectives of this course are to acquaint the students with concepts and techniques used in Micro—Economic Theory and to enable them to apply this knowledge in business decision- making. Emphasis is given to changes in the nature of business firms in the context of globalization.

UNIT – I

Nature, scope and applications of managerial economics; Demand function: Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for forecasting, forecasting techniques. Supply Analysis – Supply function, the Law of Supply. Indifference curve approach.

UNIT – II

Theory of production: production function and its managerial uses; Returns to Scale and Returns to Factors, Law of variable proportions. Cost theory and estimation: Cost concepts, determinants of cost, cost-output relationship in the short run and long run.

UNIT – III

Market Structure and Pricing practices: Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly. Price discrimination, product line pricing. Pricing strategies: skimming pricing, penetration pricing, Loss Leader pricing. Pricing of multiple products.

UNIT – IV

Measures of national income; Balance of payment; inflation analysis. Business Cycle. Monetary and fiscal policies.

Suggested Readings:

1. Hailstones, Thomas J. and Rathwell, John C., Managerial Economics, Prentice Hall International, New Delhi.
2. Hirschey, Mark, Managerial Economics, Thomson learning, Bangalore.
3. Keat, Paul B., and Philip K.Y. Young, Managerial Economics- Economics Tools for Today's Decision Makers, Pearson Education, Delhi.
4. Petterson: Managerial Economics, 3rd Ed., Prentice Hall of India, Delhi.
5. Dwivedi, D.N., Managerial Economics, Vikas Publications.
6. Salvatore, Dominick, Managerial Economics in Global Economy, Mcgraw Hill.
7. Chopra, O.P., managerial Economics, Tata-McGraw Hill, New Delhi.
8. Aggarwal, Manju, Economics for decision making, Indian Institute of finance, Delhi
9. Joel Dean, Managerial Economics, Prentice-Hall of India, New Delhi.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

W
20/11/17

External Marks: 80
Internal Marks: 20
Time: 3 Hrs

BUSINESS ENVIRONMENT
Paper Code: SMS-2109

Objectives:

The purpose of this course is to sensitize the students towards the overall business environment within which organisation has to function and to provide insight to students of its implication for decision making in business organisation.

Unit I

Nature and structure of business environment; assessing risk in business environment; Techniques for environmental analysis; Approaches and significance of environmental forecasting. Porter's five forces model.

Unit II

Economic Environment: Nature and structure of Indian Economy. Responses of Indian business houses in a new competitive era. Monetary policy, fiscal Policy. Union Budget as instrument of growth and its impact on Business, Industrial Policy: Meaning, objectives and recent development in industrial policy and its impact on business. Industry Analysis: Textile, Electronics, Automobiles and FMCG.

Unit III

Political-Legal Environment: Relationship between business and government, Technological Environment: factors influencing technological environment, role and impact of technology on business, Transfer of Technology- Channels, methods and limitation, Demographic and Socio-Cultural Environment.

Unit IV

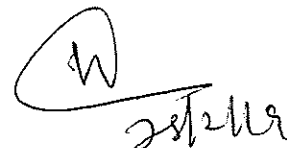
Globalization: Meaning, trends and challenges; Nature and operations of multilateral economic institutions- World Bank, WTO, IMF and their impact on Indian business environment. Foreign Direct Investment (FDI) and Regulations of foreign trade & investment. Mergers & acquisitions.

Suggested Readings:

- 1 Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai.
- 2 S. K. Mishra and V K Puri, Economic Environment of Business, 3rd Edition, Himalya Publishing House, Mumbai.
- 3 Justin Paul, Business Environment: Text and Case, Tata McGraw Hill, New Delhi.
- 4 Paul Wetherly and Dorron Otter, The Business Environment, Oxford, 2010.
- 5 I. C. Dhingra, Indian Economy: Environment and Policy, Sultan Chand & Sons, New Delhi.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).



External Marks: 80
Internal Marks: 20
Time: 3 hrs.

LEGAL ASPECT OF BUSINESS

PAPER CODE: SMS-2113

Objective:

The course is designed to provide an understanding of legal processes involved in management of an organization. The main focus is on understanding basic laws affecting the operation of a Business Enterprise.

Unit-I

The Indian Contract Act 1872: Essentials of a valid contract, void agreements, performance of contracts, breach of contract and its remedies, Quasi-Contracts, special contracts: Indemnity, Guarantee, Bailment, Pledge and agency.

Unit-II

The Sale of Goods Act: Contract of sale of goods, conditions and warranties, transfer of property, rights of an unpaid seller; the negotiable instruments act: nature and types; negotiation and assignment; holder-in due course, dishonour and discharge of a negotiable instrument, arbitration

Unit-III

The Companies Act, 1956: Nature and types of companies; formation; memorandum and articles of association; prospectus, shares and share capital, allotment of shares, Competition Act 2002.

Unit-IV

Membership; borrowing powers; management and meetings; accounts and audit; compromise arrangements and reconstruction; prevention of oppression and mismanagement; winding up; Consumer Protection Act and Cyber Laws

Suggested Readings:

1. Kuchhal, M.C. and Deepa Parkash, **Business Legislation for Management**, Vikas Publishing House Pvt. Ltd.
2. Avtar Singh, **Principles of Mercantile Law**, Eastern Book Company, Lucknow.
3. Khergamwala, J.S., **The Negotiable Instrument Acts**, N.M. Tripathi, Bombay.
4. Ravinder Kumar, **Legal Aspects of Business**, Cengage Learning, New Delhi.
5. Ramaiyam, A., **Guide to the Companies Act**, Wadhwa, Nagpur.
6. Shah, S.M., **Business Law for Managers**, Sultan Chand, New Delhi.
7. Tulisian P.C., **Business Law**, TMH, New Delhi

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

W
2/12/19

Theory Marks: 40
External practical Marks: 40
Internal Marks : 20
Time: 3 Hrs

COMPUTER APPLICATIONS & e- COMMERCE
Paper Code: SMS-2111

Objectives

The objectives of this course include developing an appreciation of different software and hardware systems available in the industry among the students and build up the experience of computer usage in business organizations.

UNIT-I

Computer Organisation: Introduction, components, classification characteristics & limitation. Operating System; Storage devices: Application of Computer in Business, Computer Languages.

UNIT-II

MS-Office: Basics of MS-Word, MS-Excel and MS- Power Point; documentation preparation and making reports; presentation, tables and graphs.

UNIT-III

Introduction to Electronic Commerce: Framework, Applications; Network Infrastructure, Emerging Trends E-commerce in India. Advertising & Marketing on the Internet, Introduction to e- CRM. Electronic payment system: Meaning, Types, Issues.

UNIT-IV

Internet: Meaning, Brief overview of ISP, Search Engines, URL, Browser, HTTP, Bandwidth, E-mail, Internet Applications in various Business Organizations, Internet Security; Issues, Challenges and solutions. Video conferencing.

Lab: Operating Systems Commands, Internet Surfing, MS Office, MS Word, MS Excel, MS Power point. e-commerce portals.

Suggested Readings:

1. Pardeep K. Sinha, Computer Fundamentals, BPB Publication, New Delhi
2. Leon & Leon, Introduction to Computers, Vikas Publishing House, New Delhi.
3. Junne Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay.
4. Comer 4e, Computer networks and Internet, Pearson Education.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 4 small question of 1 marks each. All questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 9 marks each. The students will be required to attempt four question (one question from each unit).

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

W
20/2/14

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

2001
11-19

External Marks: 80
Internal Marks : 20
Time: 3 Hrs

ORGANISATIONAL BEHAVIOUR

Paper Code: SMS-2102

Objectives: The objectives of the paper are to familiarize the students with basic behavioral processes in the organization.

UNIT- I

Foundation and background of OB. Individual behavior and processes: individual differences- values and attitudes; Perception- concept, process and application; Personality- concept, determinants, theories and applications; emotional intelligence in contemporary business.

UNIT-II

Learning –concept, nature and theories of learning; Motivation – nature, importance and theories; Concept of motivation in Indian thought; Stress- symptoms, causes, consequences and its management.

UNIT-III

Interpersonal and team processes: group behavior, group development, group cohesiveness, social loafing; developing teams- team building, self directed work teams, virtual teams, Empowered teams- concept, significance, process, prerequisites; conflict- concepts, sources, types, management of conflict; Power- concept, sources, approaches, organizational politics.

UNIT- IV

Organizational processes and structure: organizational structure and design, job design; learning organization-Meaning & Definition, Creating a Learning Organization.; organizational culture; organizational change and development- Meaning, Definition, Change Agents, Change Models, Resistance to Change; Contemporary challenges of OB.

Suggested Reading:-

1. Nelson, Debra L and James C Quick, **Organisational Behaviour**, Thomson Learning, 2012
2. Newstorm, John, **Organsitional Behaviour**, Tata McGraw-Hill. Robbins, S.P., **Organisational Behaviour**, Prentice Hall of India , New Delhi
3. Luthans, Fred, **Organisational Behaviour**, McGraw Hill, New York
4. Hellgiegel, D& J.W. Slocum, **Organisational Behaviour**, Thomson Learning
5. S.S. Khanka, **Organisational Behaviour**, S. Chand & Co. New Delhi.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

W
22/11/19

2002
P-19

External Marks: 80
Internal Marks 20
Time: 3 Hrs

BUSINESS RESEARCH METHODOLOGY
Paper Code: SMS-2104

Course Objectives: *The purpose of this course is to impart knowledge about various stages of research processes and their application in decision making*

Unit I

Introduction- Scope and Applications of Research, concepts and tools for business research, Research process: exploratory research, descriptive research, diagnostic research, action research and experimental research. Qualitative procedures: Characteristics of qualitative research, strategies for inquiry – ethnography, grounded theory, case studies. Researchers' role in qualitative research.

Unit II

Collection of data: primary and secondary data; sources of secondary data; methods of collecting primary data – observation, experimentation, simulation, interviewing, mail survey, projective techniques, sociometry, focus group discussion and content analysis. Tools for data collection–schedule and questionnaire; measurement scales; pilot study and pre-testing questionnaire..

Unit III

Nature of field work; field work; field administration; Editing, classification and codification of data. Tools for statistical analysis; Descriptive Analysis of Data, Correlation, Regression, Analysis of variance (ANOVA) using SPSS Software.

Unit IV

Report writing – types of reports; planning report writing; research report format; documentation – footnotes and bibliography; writing the report and typing the report.

Suggested Readings:

- 1 Zikmund, Millian G., Business Research Methods , Thomson learning , Bombay
- 2 Cooper, Donald R- and Pamel schindler, Business Research Methods, Tata McGraw Hills, New Delhi.
- 3 Geode, Millian J. & Paul K. Hatl, Methods in Research , Tata McGraw Hills, New Delhi.
- 4 Shekhran, Uma, Business Research Methods, Wiley Education, Singapore
- 5 Kothari, C.R., Research Methodology.
- 6 Montgomery, Douglas C. (2007), 5/e, Design and Analysis of Experiments, (Wiley India)
- 7 Montgomery, Douglas C. & Runger, George C. (2007), 3/e, Applied Statistics & Probability for Engineers (Wiley India)

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

External Marks: 80
Internal Marks : 20
Time: 3 Hrs

2003
11-19

MARKETING MANAGEMENT
Paper code: SMS-2106

Objectives:

The purpose of this course is to develop an understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

Unit-I

Nature, scope and concept of marketing, Evolution of Marketing; Understanding consumer and industrial markets; The needs, wants and demand of a customer; Markets market place, virtual and meta markets; Corporate orientations towards the marketplace; Marketing as a managerial function.

Unit-II

Marketing environment and Environment scanning; Analyzing marketing opportunities; gathering information and measuring market demand. Market segmentation; Pre requisite for effective segmentation; market selection strategies; Targeting and positioning; Tools of product differentiation.

Unit-III

Product decisions— product mix, product life cycle, Marketing strategies in the different stages of PLC, new product development, branding and packaging decisions; Pricing methods and strategies; managing marketing channels; wholesaling and retailing.

Unit-IV

Advertising and sales promotion; public relations; personal selling; web marketing; Ethics in Marketing; Consumerism, Green marketing, Direct Marketing, Network Marketing, Event Marketing, Cyber Marketing. Patriotic marketing.

Suggested Readings

1. Philip Kotler, Levin Lane Keller, Abraham Koshy and Mithleshwar Jha, Marketing Management: South Asian Perspective, 13th ed., Pearson education, New Delhi, 2009
2. Kotler Philip. Marketing Management, 11th Edition, New Delhi, Prentice Hall of India,
3. Perreault, William D. and McCarthy, Jr. E. Jerome, Basic Marketing, 14th ed., TMH,
4. Rajan Saxena, Marketing Management, 2nd edition, Tata McGraw Hill,
5. Czinkota & Kotabe, Marketing Management, Vikas Publishing, New Delhi.
6. Ramaswamy, V S and Namakumari, S. Marketing Management: Planning, Control, New Delhi, Macmilian,
7. Zikmund; Marketing, 7th edition, Thomson Learning, Mumbai.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

W
S. K. M. S.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

2004
11-19

FINANCIAL MANAGEMENT
Paper Code: SMS-2108

Objectives: The purpose of this course is to acquaint the students with purpose, methods and procedures involved in using financial management for managerial decision making.

Unit I

Financial Management-An Overview- Finance and related disciplines, nature, scope and objectives, Organisation of Finance Function; Time value of money; Valuation of Bonds and Shares; Risk and Return: An overview of Capital Market Theory; padta system of finance.

Unit II

Capital Budgeting: Principles and Techniques, Capital Budgeting practices in India; Concept and Measurement of cost of capital: - Specific cost and overall cost of capital, Weighted Average Cost of capital; Analysis of risk and uncertainty: measurement of risk and risk evaluation approaches.

Unit III

Working capital Management- an Overview-Nature and Planning of Working Capital, Management of Working Capital in India ; Management of Cash and Marketable Securities; Receivables Management; Inventory Management.

Unit IV

Theory of capital structure: Net income approach; Net operating income approach; MM approach; Traditional approach; Designing capital structure and factors affecting capital structure; Operating ,Financial and Combined Leverage; Dividend Policy: Factors affecting dividend policy decision; Dividend decision models; Walter model; Gordon model; MM approach, Dividend policy in practices.

Suggested Readings:

1. Khan, M.Y and Jain, P.K. Financial Management, Tata McGraw Hill, 2012.
2. Pandey, I.M. Financial Management, Vikas Publication House Pvt. Ltd., New Delhi.
3. Prasanna Chandra, Fundamentals of Financial Management, Tata McGraw Hill.
4. Van Horne. James C. Financial Management Policy. 12th. ed., New Delhi, Prentice Hall of India.
5. Winger, Bernard and Mohan, Nancy. Principles of Financial Management. New York. Macmillan Publishing Company.
6. Kishore, Ravi M., Financial Management, Taxman Publishers, New Delhi.
7. Brigham, Ehrhardt, Financial Management Theory and Practice, 11th edition, Cengage Learning

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

W
25/2/19

External Marks: 80
Internal Marks: 20
Time: 3 Hrs

2005
12-19

HUMAN RESOURCE MANAGEMENT
Paper Code: SMS-2110

Course Objective:

The objective of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management

Unit I

Evolution of HRM; Importance, objectives, scope and functions of HRM; role, responsibilities and competencies of HR professionals; Relevance of HRM; System approach to HRM

Unit II

Human Resource planning: purpose and process; Job analysis, Job description and job specification; Recruitment: Sources, methods of Recruitment; selection: Stages in selection process; Placement and Induction; Training: concept, need and importance, training methods; Management Development: meaning and nature, Management development programmes.

Unit III

Career planning and development; Job evaluation- meaning, process and methods; performance appraisal- meaning, process and methods; compensation administration- nature and components.

Unit IV

HR in knowledge era: HR in knowledge industry, HR in virtual organizations, HR in mergers and acquisitions, outplacement, Outsourcing, HR audit, international HRM, HR accounting. Gender issues, women issues in the Indian context in general and in Indian organizational context in particular.

Suggested Readings

1. Dessler, Gary and Biju Varkkey, Human Resource Management, Pearson Education, New Delhi.
2. Aswathappa, K., Human Resource and Personnel Management Tata Mc Graw Hill, New Delhi,
3. De Cenzo, D A & Robbins S P., Human Resource Management. 5th ed., New York, John Wiley,
4. Holloway, J. Ed. Performance Measurement and Evaluation. New Delhi, Sage,
5. Monappa, A & Saiyadain M. Personnel Management. 2nd, New Delhi, Tata McGraw-Hill, New Delhi.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

W
28/12/16

2006
m-19.

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

PRODUCTION AND OPERATIONS MANAGEMENT

Paper Code: SMS -2112

Objectives: To enable students to understand the techniques of Production and Operations Management, and be able to apply those effectively in the business.

Unit-I

Introduction to Operation Management and Forecasting of Demand : Why study P&OM, Nature, objectives and scope of P&OM; Five P's of Production. Forecasting: Types and methods. Functions and Responsibilities of Operations manager, Strategic Decisions in Operations, new product development .

Unit-II

Facilities Management & Layout: Types of processes; Process Selection; Importance of Facilities location; Factors affecting Facilities location; location evaluation; facility's layout and its classification, criteria for good layout, benefits of good layout, symptoms of poor layout and its rectification, layout planning.

Unit -III

Production planning and strategies: Capacity planning, Aggregate planning, master production scheduling, material requirement planning, Elements of production control, purchase process, receiving, Inventory Management – Objectives, Process; Inventory control techniques- ABC, VED, EOQ, SED,FSN analysis.

Unit -IV

Standardized work: Work study, Method study, work measurement, flow charts, industrial safety and health considerations, maintenance of production facilities. Total quality management: concept of TQM & ISO 9000; Quality control and inspection, sampling inspection, quality control charts.

Suggested Readings:

- 8 Chase, Jacob, Aquilano and Agarwal, Production and Operations Management, TMH, New Delhi.
- 9 Adam Ebert, Production and Operations Management, Pearson Education, New Delhi.
- 10 S. N. Chary, Production and Operations Management, TMH, New Delhi.
- 11 William J. Stevenson, Operations Management, McGraw-Hill, New Delhi.
- 12 Elwoods S. Buffa and Rakesh K. Sarin, Modern Production/ Operations Management, Wiley Student Edition, New Delhi.
- 13 Norman Gaither, Operations Management, Cengage Learning
- 14 Ritzman, et al., Operations Management, Pearson

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

Theory: 40*

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

W
28/2/19

2007
11-19

Theory = 40
External Practical Marks: 40
Internal Marks : 20
Time: 3 Hrs

BUSINESS COMMUNICATION AND SKILLS DEVELOPMENT
Paper Code: SMS-2114

Objectives:

The course is aimed at equipping the students with the necessary techniques and skills of communication to inform others inspire them and enlist their activity and willing cooperation in the performance of their jobs.

UNIT-I

Introduction to Business Communication: Meaning, Process, types, Importance of Communication in Business, Formal and Informal Communication, Channels, Barriers to Communication, how to overcome them, Approaches to Effective Communication, Essentials of Effective Business Communication (7Cs model), Ethical Considerations for Business Communication

UNIT-II

Reading Skills- Developing Reading Skills, Identify The Purpose of Reading, Factors Effecting Reading, learning how to think and read, developing effective reading habits; Developing Listening Skills: importance, purpose of listening, art of listening, factors affecting listening, components of effective listening, process of listening, principles and barriers to listening, activities to improve listening.

UNIT-III

Written Communication: Covering letter-Need, Functions and Kinds, Layout of Letter Writing, Types of Letter Writing- Persuasive Letters, Request Letters, Sales Letters, Complaints and Adjustments; Curriculum vitae and resume writing; Departmental Communication-Meaning, Need and Types- Interview Letters, Promotion Letters, Resignation Letters, Newsletters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Press Release, Report Writing-Structure, Types, Formats, Drafting of Various Types of Report.

UNIT-IV

Oral Communication- Conversation as Communication, Art of Public Speaking, Telephonic Conversations; Group Discussion- Nature, Uses and Importance, Guidelines for GD; Presentations: How to make effective Presentations, Four P's of Presentation, Structuring, Rehearsing, and Delivery Methods; Interviews: Preparation Techniques, Frequently Asked Questions about How to face an interview board, Proper body posture, projecting a positive image, Steps to succeed in interviews.


Suggested Reading:

1. Bovee, C.L., et al., Business Communication Today, Pearson Education, 2012.
2. Lesikar, R. V., and Pettit, Jr., J.D., Business Communication Theory and Application, Tata Mcgraw -Hill, 2012.
3. Kaul,Asha, **Business Communication**, PHI, New Delhi
4. Kaul,Asha, **Effective Business Communication**, PHI, New Delhi
5. Chaturvedi,P.D., and Mukesh Chaturvedi, **Business Communication**, Pearson Education
6. McGrath,E.H., **Basic Managerial Skills** for All, PHI, New Delhi

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 4 small question of 1 marks each. All questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 9 marks each. The students will be required to attempt four question (one question from each unit).

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).


28/2/19

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

External Marks: 80
Internal Marks: 20
Time: 3 Hrs

BUSINESS POLICY & STRATEGIC MANAGEMENT

PAPER CODE: SMS-2201 (Compulsory)

Objective: The objective of the course is to develop a holistic perspective of an organization and to enable the students to analyze the strategic situation facing the organization, to access strategic options available to the organization and to implement the strategic choices made by it.

Unit-I

Business policy- meaning, nature, importance and purpose; Strategy- defining strategy, levels at which strategy operate, roles of strategies; Strategic Management- overview, process of strategic management, approaches to strategic decision making, strategy formulation- mission, purpose and business definition, objectives, environment - concept, components and appraisal (SWOT analysis).

Unit-II

Organization appraisal: organizational dynamics and structuring organizational appraisal, formulation- corporate level strategies and business strategies; Strategy analysis and choice - Process, corporate portfolio analysis- BCG matrix, GE matrix, SPACE approach, QSP matrix, industry analysis- Porter's five forces model, strategic plan.

Unit-III

Strategy implementation: aspects, structural implementation- structures for strategies, organizational design and change, Behavioral Implementation - leadership, culture, value and ethics.

Unit-IV

Functional implementation: functional strategies, plans and policies- marketing, financial, personnel, operational; Strategic Evaluation and Control - an overview of strategic evaluation and control, strategic control and operational control, techniques of strategic evaluation and control.

Suggested Readings:

1. Kazmi, Azhar, **Business Policy and Strategic Management**, Tata McGraw Hill Publishing Company Ltd., New Delhi
2. David, Fred R. **Strategic Management - Concept and Cases**, Pearson Education, Delhi
3. Hitt, M.A., Ireland R.D. and Hos Kisson R.D., **Strategic Management Competitiveness and Globalisation**; Thomson Asia Pvt. Ltd.
4. Pearce II J A and Robinson Jr., R.B., **Strategic Management - Strategy Formulation and Implementation**, AITBS Publishers and Distributors, Delhi
5. Ansoff, Igor, **Corporate Strategy**, McGraw-Hill.
6. Wheeler David and K. Rangarajan, **Concepts of Strategic Management and Business Policy**, Pearson Education, New Delhi.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

W
25/11/14

339
8-18

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

INTERNATIONAL BUSINESS
PAPER CODE: SMS-2203 (Compulsory)

Objective:

To expose students to the concept, importance and dynamics of international business and India's involvement in global business operations.

Unit-I

Nature and scope of International business; Concept of globalization and its importance; Impact of globalization; international business vs. domestic business. International business environment. Economic, Socio-cultural and Political-Legal environment. Modes of entry into international business. Recent trends in world trade in goods and services.

Unit-II

Theories of international trade: Mercantilism; Absolute Cost theory, Comparative Cost theory, Opportunity Cost theory, factor endowment theory, Complimentary trade theories; commercial policy instruments; tariff and non-tariff measures; balance of payment account and its component. Instruments of Trade Policy- Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy.

Unit-III

Foreign Investments- types and flows, factors affecting foreign investment decisions, impact of FDI on home and host countries, Foreign investment in Indian perspective. WTO- its objectives, principles, organizational structure and functioning. World Bank and IMF.

Unit-IV

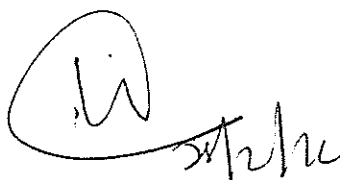
Foreign Trade promotion measures and organizations in India; SEZs and 100% export oriented units (EOUs); measuring for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad. Financing of foreign trade and payment terms.

Suggested Readings:

1. Charles, W. L. Hill and Arun K. Jain, International Business, Tata McGraw-Hill, New Delhi.
2. Cherunilam, Francis, International Business: Texts and cases, PHI, New Delhi.
3. Justin Paul, International Business, PHI, New Delhi.
4. Michael R. Czinkota, et al. International Business, The Dryden Press.
5. RBI reports on Currency and Finance, various issues.
6. WTO, Annual Report, Various Issues.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).



340
D-18

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

CONSUMER BEHAVIOUR

PAPER CODE SMS-2209 (Optional-Marketing)

Objectives

The basic objective of this course is to develop an understanding about the consumer decision – making process and its applications in marketing function of firms.

Unit-I

Introduction to Consumer Behaviour; Consumer Behaviour and Marketing Strategy; Consumer Involvement and Decision-Making; Information Search Process; Evaluative Criteria and Decision Rules.

Unit-II

Consumer Motivation, Information Processing and Consumer Perception; Consumer Attitudes and Attitudes Change; Influence of Personality and Self- Concept on Buying Behaviour; Psycho-graphics and Lifestyle; Influence of Culture, Subculture and social class; Reference Group Influence; Changing roles of women; children and household consumer behavior.

Unit-III

Diffusion of Innovation and Opinion Leadership; Family Decision –Making; Industrial Buying Behaviour; Models of Consumer Behaviour; Consumer Behaviour Audit.

Unit-IV

Profile of Indian consumers; Behavioural patterns of Indian consumers; Problems faced by Indian consumers; Consumer protection in India; Public policy and consumer behavior; Customer Relationship Management Meaning & Significance of CRM, Strategies for building relationship marketing, CRM Vs Customer retention, CRM Process-Benefits, brand switching behaviour, e-CRM, Meaning, Importance of e-CRM,

Suggested Readings:

1. Assael, H.: Consumer Behaviour and Marketing Action, Asian Books Pvt.Ltd., New Delhi, 2012.
2. Engle, J. E. etc: Consumer Behaviour: Chicago, Dryden Press.
3. Hawking, D. I. : Consumer Behaviour: Implications for Marketing Strategy, TMH.
4. Schiffman, LG and Kanuk, L. L. : Consumer Behaviour. Prentice Hall of India. New Delhi,
5. Loudon & Loudon: Consumer Behaviour, TMH, New Delhi.
6. Soloman, Michael E. Consumer Behaviour, Buying; Having, Being, PHI.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

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External Marks: 80
Internal Marks: 20
Time: 3 hrs.

ADVERTISING MANAGEMENT
PAPER CODESMS -2211 (Optional-Marketing)

Objective: The aim of this course is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing effective advertising programme.

Unit-I

Advertising: Concept, Types, Forms and Importance. Role of advertising in the Marketing Process: Legal Ethical and Social Aspects of Advertising; History and current scenario of advertising agencies in India.

Unit-II

Theory of Cognitive Dissonance and Cues for Advertising Strategies; Concept of STP & advertising, Advertising and Consumer Behaviour; Advertising Planning and Objective Setting: DAGMAR Approach. Determination of Target Audience.

Unit-III

Advertising Programme - Message, Headlines, Copy, Logo, Illustration, Appeal, Layout; Campaign Planning, Role of Creativity in Advertising, Views of advertising authorities on copy-writing; Media Planning, Media Mix; Budgeting;

Unit-IV

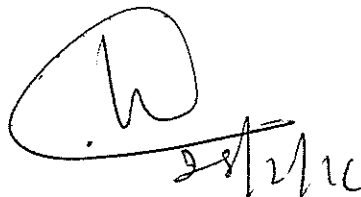
Measurement of Advertising Effectiveness;
Advertising Agency-types, functions, selection criteria, organizational structure, compensation and appraisal, Client-agency and media agency relationships.

Suggested Readings:

1. Belch, George E and Belch, Michael A. Introduction to Advertising and Promotion. 3rd ed. Chicago; Irwin, 2012.
2. Arens and Bovee, Contemporary Advertising, Irwin,
3. Sandage and Fryberger, Advertising, AITBS, Delhi,
4. Batra, Rajeev, Myers, Johan G. and Aaker, David A. Advertising Management. 4th ed. New Delhi. Prentice Hall of India, 2012.
5. O' Guinn, Advertising & Integrated Brand Production; Vikas Publishing House, New Delhi.
6. Wells, William, Burnett, John & Moriarty Sandra, PHI, 2012.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).



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External Marks: 80
Internal Marks: 20
Time: 3 hrs.

MARKETING RESEARCH
Paper Code: SMS-2213(Optional-Marketing)

Objectives

The purpose of this course is to enable students learn the process, tools and techniques of marketing research.

Unit I

Introduction to Marketing Research: Importance, nature and scope of marketing research; Marketing information system and marketing research: Marketing research process, Problem Identification and Research Design.

Unit II

Data Resources: Secondary data sources and usage; Online data sources; Primary data collection methods - questioning techniques, online surveys, observation method; Questionnaire preparation.

Unit-III

Attitude measurement and scaling techniques - introduction to measurement scales. Sampling Plan: Universe, sample frame and sampling unit; Sampling techniques; Sample size determination.

Unit-IV

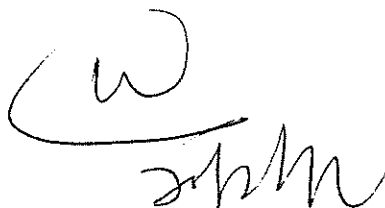
Data Analysis: Hypothesis testing, tests of significance (Parametric & non-parametric) Univariate, bivariate and multivariate data analysis; Report preparation and presentation. Market Research Applications: An overview. International marketing research.

Suggested Reading:

1. Churchill, Gilbert. A : Basic Marketing Research, Dryden Press, Boston.
2. Green Paul E. Donald S. Tull and Gerald Albaum : Research for Marketing Decision, Prentice Hall, New Delhi.
3. Luck, D.J, Marketing Research, Prentice Hall, New Delhi
4. Naresh K. Malhotra, Marketing Research, 5th ed., PHI, New Delhi.
5. Beri, G.C. : Marketing Research, Tata McGraw Hill, New Delhi.
6. Boyd. H.W. Ralph Westfall and S.F. Stasch: Marketing Research: Text and Cases, McGraw Hill.
7. Chisnall, peter M: The Essence of Marketing Research, Prentice Hall, New Delhi.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).



341
D-18

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

FINANCIAL SERVICES AND INSTITUTIONS
PAPER CODE: SMS-2215 (Optional-Finance)

Objective:

The objective of this paper is to enable the students to understand the essentials of financial services, financial system and management of financial institutions in India.

Unit-I

Financial Services: nature, scope, types and problems; Leasing: concept, classification, accounting, legal and tax aspect of leasing, financial evaluation of leasing; Venture Capital Finance.

Unit-II

Credit rating services: credit rating agencies in India, process, provisions, methodology; Factoring and Forfeiting: functions and mechanics, classification, factoring in India, factoring vs. forfeiting; Hire Purchase Finance and consumer credit.

Unit-III

Financial system and economic development; depository system and custodial services: concept, depository participants, functions, benefits, depository system in India; Debt securitization: concept, mode, mechanism, beneficiaries and securitization in India; an overview of book building and bought out deals; money market instruments.

Unit-IV

Financial Institutions and economic growth; Role of RBI in regulating financial institutions; Risk management in financial institutions; Management of services in Development Banks in India: roles, resource planning, resource mobilization, project evaluation, operation policies and practices of IDBI, ICICI, IFCI, SIDBI.

Suggested Reading:

1. Bhole, L. M., **Financial Institutions and Markets**, Tata McGraw Hills, New Delhi.
2. Khan, M. Y., **Financial Services**, Tata McGraw Hill, New Delhi.
3. Shrivastava, R.M., and Nigam, Divya, **Management of Indian Financial Institutions**, Himalaya Publishing House.
5. Kohn, Meir, **Financial Institutions and Markets**, Tata McGraw Hill.
6. Vij, Madhu, **Management of Financial Institutions**, Anmol Publications, New Delhi.
7. Machiraju, H.R., **Indian Financial System**, Vikas Publishing House.
8. Pathak, **Indian Financial System**, Pearson Education.
9. Rose, Peter S. and Fraser, Donald R. **Financial Institutions**, Ontario, Irwin Dorsey.
10. Yeager, Fred C. and Seitz, Nail E. **Financial Institution Management: Text and Cases**, Englewood Cliffs, New Jersey, Prentice Hall Inc.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

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342
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External Marks: 80
Internal Marks: 20
Time: 3 hrs.

SECURITY ANALYSIS AND PORTFOLIOMANAGEMENT
PAPER CODE: SMS-2217(Optional-Finance)

Objective:

The objective of this paper is to acquaint the students about the investment decisions, Risks involved in them, theories of security valuation, fundamental and technical analysis and theories and concepts involved in portfolio management.

Unit I

Meaning and objectives of security analysis; investment alternatives; Investment-meaning, nature, process, return and risk; Operations of Indian Stock market; New Issue Market; Listing of securities; OTCEI; cost and mechanics of investing in securities; Recent developments in the Indian Stock Market.

Unit II

Objectives and benefits of investment analysis ; Valuation theories of fixed and variable income securities; Efficient Market Theory; Fundamental Analysis - Economic, Industry and Company Analysis; Technical Analysis.

Unit III

Introduction to Portfolio Management: Meaning, risk and return determination of a portfolio, Portfolio selection; Markowitz portfolio theory, Optimal Portfolio: selection and problems; Efficient frontier: Meaning and Construction and investors utility; Efficient frontier: risk free and risky lending and borrowing; Sharpe single-index model; Capital Asset Pricing Model; Arbitrage Pricing Theory.

Unit IV

Bond portfolio management strategies - passive portfolio strategies, active management strategies; Portfolio revision - meaning, need, constraints and strategies; formula plans - constant-dollar-value plan, constant ratio plan, variable ratio plan; Portfolio performance evaluation: risk adjusted measures of performance.

Suggested Readings:

1. Alexander, Gordon J. and Bailey, Jeffery V., *Investment analysis and Portfolio Management*, Dry den Press, Thomson Learning, Bombay.
2. Fischer, Donald E. and Jordan, Ronald J. *Security Analysis and Portfolio Management*, Prentice Hall of India, New Delhi.
3. Chandra, Prasanna, *Investment Analysis and Portfolio Management*, Tata McGraw Hill, New Delhi.
4. Sharpe, William F. etc. *Investment*. New Delhi, Prentice Hall of India
5. Pandian, *Security Analysis and Portfolio Management*, Vikas Publishing House, New Delhi
6. Haugen, Robert A., *Modern Investment Theory*, Pearson Education, New Delhi.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

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External Marks: 80
Internal Marks: 20
Time: 3 Hrs

BANKING AND INSURANCE

PAPER CODE: SMS 2219 (Optional-Finance)

Objective:

The objective of this course is to apprise the students with the role, structure and functioning of Banking industry and also to impart knowledge of various functional areas and risk management in banking and insurance sectors

Unit-I

An overview of the banking sector-roles, objectives, growth and structure; function and operations - RBI, Commercial Banks, RRBs, Cooperative Banks and NABARD, Legal framework of regulation of banks: Banking Regulation Act, 1949 and main amendments, Marketing in Banking Industry- component of bank marketing strategy and its importance, Banking forms - Rural Banking, Retail Banking, Universal Banking, International Banking, E-banking, Mobile Banking

Unit-II

Component of ALM and their management; liquidity management, interest rate management, management of credit and operational risk; treasury operations and management; Contemporary Issues in Banking: Managing NPA and capital adequacy and profit planning in Indian Banks.

Unit-III

Insurance-Concept, Nature, Classification-Life & Non-life, Functions, Importance and Principles of Insurance; IRDA Act 1999 - Organization, guidelines for life & Non-life insurance; privatization of insurance industry in India;

Unit-IV

Life Insurance -Concept; Public & Pvt. Sector companies in India - their products, schemes & plans; LIC Act 1956-An overview, General Insurance - Concept, Types; Public & Pvt. Sector companies in India - their products, schemes & plans, Claims settlement in Life Insurance and General Insurance

Suggested Readings:

1. Black, Kenneth jr. & Skipper, Harold D. jr., **Life and Health Insurance**, Pearson Education, Delhi
2. Bhalla, V. K. **Managing International Investment and Finance**. New Delhi, Anmol. (2004)
3. Bhole, L.M. **Financial Institutes & Markets**, Tata McGraw Hill 4th ed. (2004)
4. Sethi Jyotsana and Bhatia Nishevan, 'Elements of Banking and Insurance' PHI
5. Kohn, Meir, **Financial Institutions and Markets**, Tata McGraw Hill (2000)
6. M. Ravathy Sriram and P.K. Bamanan, 'Core banking solution' PHI 2008
7. Nalini Prave Tripathy, Prabir Pal, 'Insurance theory and practice' TMH 2007
8. Shekhar, K.C. and Shekhar, Lekshmy, **Banking Theories and practices**, Vikas Publication
9. Mehta, R.R.S.: **Fundamental of Banking**, HPH, Delhi.

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

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SALES, DISTRIBUTION & LOGISTICS MANAGEMENT**PAPER CODE: SMS-2214 (Optional-Marketing)**

COURSE OBJECTIVE: The objective of the course is to familiarize students with theories, techniques and practices related to sales, distribution management & logistic management.

Unit-I

Objective of sales management; Personal selling objectives; theories of selling; personal selling process; size of sales force; social and ethical responsibilities in sales management; compensation and motivation of sales force

Unit-II

Sales meetings; sales contests; sales quotas; sales territories; evaluating and controlling the sales personnel; analysis of sales, costs and profitability

Unit-III

Distribution management and marketing mix; marketing channels; channel institutions - wholesaling and retailing; designing channel system, Channel management; channel information system;

Unit-IV

Market logistics and supply chain management: Introduction, Requirement planning, JIT, Vendor managed inventory(VMI), Logistics management in supply chain, Inventory management, Warehousing, Packaging for logistics, 3PL, 4PL, GPS and GIS technology

Suggested Reading:

1. Havaldar, Krishna K. & Cavale, Vasant M.; **Sales and Distribution Management**; Tata McGraw Hill, New Delhi
2. Khan, Mateen; **Sales and Distribution Management**; Excel Books; New Delhi
3. Still, Richard R., Cundiff, Edward W. & Govoni, Norman; **Sales Management - Decision, Strategies and Cases**; Pearson Education/Prentice Hall of India; New Delhi
4. Dalrymple, Douglas J.; Cron, William L. & Decarlo, Thomas; **Sales Management**; John Wiley & Sons (Asia) Pvt. Ltd; New Delhi
5. Futrell, Charles M.; **Sales Management - Team work, Leadership and Technology**, Thomson Learning.; New Delhi
6. Rosenbloom, Bert; **Marketing Channels: A Management View**, Thomson Learning; New Delhi
7. Stern, Louis W.; El-Ansary, Adel & Coughlan, Anne T.; **Marketing Channels**; Prentice Hall of India/Pearson Education; New Delhi
8. Kapoor, Satish K. & Kansal, Purva; **Basics of Distribution Management**; Prentice Hall of India; New Delhi
9. Rahul V. Atekar, **Supply chain management-concept&cases**, PHI, New Delhi

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

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External Marks: 80
Internal Marks: 20
Time: 3 hrs.

INTERNATIONAL FINANCE
PAPER CODE: SMS-2216(Optional-Finance)

Objective:

The main objective of this course is to enable the students to understand the various financial aspects like working of International Financial Institutions, Balance of Payment, exchange transactions and also to provide an overall view of the International financial system.

Unit-I

An overview of Multinational Financial Management: finance function in a multinational firms; Exchange rate determination: Factors affecting Exchange rate, Theories of exchange rate determination (Purchasing Power Parity Theory, Demand and Supply theory and Balance of Payment Theory); Balance of Payment; Meaning, component, importance, disequilibrium and methods of correcting disequilibrium.

Unit-II

International Working Capital Management: International Cash Management; International Receivable Management, Managing short term assets and liabilities; International capital money markets; euro dollar and currency market; International Financial Institutions: Importance, functions and significance of International Monetary Fund; International Financial market instruments - GDRs, ADRs, Euro issues, CP and ECB.

Unit-III

Multinational capital budgeting, cost of capital and capital structure decisions; dividend policy of multinational firm.

Unit-IV

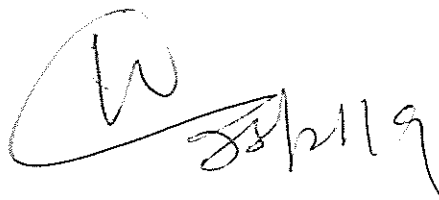
Foreign Exchange Markets: Structure of Foreign Exchange Market, spot and forward rates, Exchange rate quotations, Developments in foreign exchange markets; ; Foreign Exchange risks exposure; Taxation in Multinational firms; Foreign Exchange Regulation Act.

Suggested Readings:

1. Apte, P.G., **International Financial Management**, Tata McGraw Hill.
2. Allen Shapiro, **Multinational Financial Management**, PHI, New Delhi
3. Justin Paul, **International Business**, Prentice Hall of India.
4. Levi, Maurice D., **International Finance**, McGraw Hill
5. Madura Jeff, **International Financial Management**; Thomson Learning
6. Eiteman, David K., Stonehill, Arthur I., Moffett, Michael H. and Pandey, Alok, **Multinational Business Finance**, Pearson Education.
7. Vij Madhu, **International financial Management**, Excel Books.
8. Sharan, V., **International Financial Management**, PHI, New Delhi
9. Francis Cherunillam, **International Trade and Export Management**, Himalaya Publication House

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).


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External Marks: 80
Internal Marks: 20
Time: 3 hrs

COMMODITY DERIVATIVES
PAPER CODE SMS- 2218 (Optional-Finance)

Objective: To enable students to understand the Concept and Management of Commodity Derivatives.

Unit I

Introduction to Commodity Derivatives: Evolution of Commodity Derivatives Concept; Relationship between General Derivative Market and Commodity Derivatives; Relationship between Economy and Commodity Derivative; Relationship of International and Domestic Trade with Commodity Derivatives

Unit II

Role of Players in Regulation of Commodity Derivatives: International Market, State, Hedgers, Speculators, and Arbitraders, recent trends and developments in commodity market.

Unit III

Forwards & Futures in Commodity Derivatives: Difference between Forward and Future; Trading of Futures; Basics of Commodity Future Valuation and Pricing of Futures.

Mechanism of Commodity Future: Trading Parameters; Trading Work Station; Price Limit- Circuit Filter; Margin Requirements. Exposure Limit and Payment Requirements; Quality Certification; Circular Trading; Surveillance; Clearing and Settlement Procedure.

Unit IV

Trading Strategies Using Commodity Futures: Concept and Types of Hedging; Advantages and Limitation of Hedging; Concept of Spread Trading; Buying a Spread; Selling a Spread Arbitrage (Cash and Cash Arbitrage Transaction, Reverse and Cash Arbitrage Transaction. Role of Banks in Commodity Markets Participation of FII and Mutual Funds in Commodity Markets.:

Suggested Readings:

1. Reference Material by *MCX Training Department*, MCX, Mumbai
2. Wyne D. Purcell and Stephen R. Koontz, *Agricultural Futures and Options : Principles and strategies*
3. John C. Hull, *Fundamentals of Futures and Options*, 4th Edition
4. George Kleinman, *Commodity Futures and Options: A Step By Step Guide To Successful Trading*
5. Franklin R Edwards, *Futures and Options*, Cindy WMA.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

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External Marks: 80
Internal Marks: 20
Time: 3hrs

PROJECT MANAGEMENT AND INFRASTRUCTURE FINANCE

Paper code: SMS-2220 (Optional-Finance)

Objective:

The objective of this paper is to acquaint the students about the project planning, appraisal and control and financing of infrastructure projects.

Unit I

Phases and objectives of capital budgeting; Generation and Screening of project ideas; Capital expenditure; Importance, evaluation methods and difficulties; Feasibility Reports: Market demand and Situational Analysis; Technical Analysis; Financial Analysis; Environmental Analysis.

Unit II

Analysis of project risk; Firm risk and Market risk; Social Cost and Benefit Analysis, UNIDO approach, SCBA by financial institutions; Project Appraisal by Financial Institutions; Environmental appraisal of Projects.

Unit III

Multiple Projects and Constraints; Network Techniques for Project Management; Project Review and Administrative Aspects ; project financing in India; Problem of Time and Cost Overrun in Public Sector Enterprises in India; Assessment of the Tax Burden.

Unit IV

Project Management: organization, planning, control, human aspects and pre-requisites; Financing infrastructure projects: Concept, rational and financial instruments; Public finance for infrastructure project ; BOOT/ BOT system for infrastructure projects.

Suggested Readings:

1. Chandra, Prasanna, *Projects : Planning Analysis, Selection, Implementation and Review*, Tata McGraw Hill, New Delhi, 2002.
2. Bhavesh, M Patel, *Project Management*, Vikas Publishing House, New Delhi.
3. Machiraju, H. R., *Project Finance*, Vikas Publishing House, New Delhi.
4. Rao, P.C.K., *Project Management and Control*, Sultan Chand & Sons, N.Delhi.
5. Nijiru, Cyrus and Merna, Tony, *Financing Infrastructure Projects*, Thomas Telford, UK, ISBN
6. Dhankar, Raj S., *Financial Management of Public Sector Undertakings*, New Delhi, Westville.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

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External Marks: 80

Internal Marks: 20

Time: 3 hrs

COMPENSATION & PERFORMANCE MANAGEMENT
PAPER CODE: SMS-2222 (Optional-HR)

Objectives

This course is designed to promote understanding issues related to compensation in corporate sector and impart skills in designing, analysis and restructure compensation and performance management system, policies and strategies.

UNIT-I

Role of compensation in organization: economic and behavioural theories related to compensation; Compensation Management Process. Strategic perspectives of compensation: compensation as motivational tool.

UNIT-II

Internal and external equities in compensation system; understanding inter and intra-industry compensation differentials, designing pay structure and administering compensation package: understanding different components of compensation package like fringe benefits, incentives and retirement plans.

UNIT-III

Wage boards and pay commissions; Structure and provisions of legislation on wages and bonus. Provisions governing different components of Compensation.

UNIT-IV

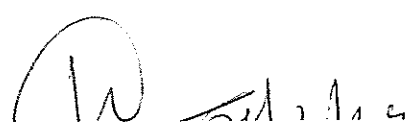
Performance Management: reward based performance management, Career based performance management, Competency based performance management, Leadership based performance management, Payment by result.

Suggested Readings:

1. Aguinis, Herman, **Performance Management**, Pearson Education, Inc.
2. Kandula, Srinivas R., **Performance Management**, PHI, New Delhi
3. Singh, B.D., **Compensation Reward Management**, Excel Books. New Delhi

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 short question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).



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M-19

External Marks: 80
Internal Marks: 20
Total: 100 Hrs

CROSS-CULTURAL HUMAN RESOURCE MANAGEMENT
PAPER CODE: SMS-2224(Optional-HR)

COURSE OBJECTIVE:

This course builds on the notions and frameworks in developing and understanding about the nature of behavior patterns and issues involved in multivariate values and culture systems to manifest excellence of management.

Unit -I

Human Resource management in global organizations: Meaning and concept of Culture, characteristics and elements, theories and dimensions of cross culture-hofstede's cultural study, attitudinal dimension and trompenaars's cultural dimension; Human and cultural variables of organization; Culture diversity, similarities and managerial implications.

Unit-II

Global HR issues: work settings, leadership, motivational context and Decision Making, Cross Cultural Communication and Negotiation-process and barriers, managing cross-cultural negotiation; standardization and adoption of work practice; Training and development of international staff.

Unit III

Managing global staff: Recruitment, Selection criteria and issues; international employee relations and employment practices; International compensation management-factor influencing compensation programme, constitution of total compensation package and approaches to expatriates compensation.

Unit IV

Performance Management in global prospective-Criterion used for performance appraisal of International employees; challenges in global perspective; Expatriate and repatriate issues in global context-competencies of global HR professionals; ethics in global context;

Suggested Readings

1. Hodgetts, Richard M., Fred Luthans, and Jonethan P. Doh, International Management - Cultural, Strategy and Behaviour, Tata McGraw Hill, New Delhi
2. Holt, David H., International Management - Text and Cases, Dry den Press, Thomson Learning, Bombay
3. Harzing and Van Ruysseveldt, International Human Resource Management Sage Publication, New Delhi
4. Peter J. Dolling, Danice E. Welch, International Human Resource Management, Thomson Learning- Excel books

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

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External Marks: 80

Internal Marks: 20

Time: 3 Hrs

**STRATEGIC HUMAN RESOURCE MANAGEMENT
PAPER CODE SMS-2226 (Optional –HR)**

Objectives: The primary concern to this course is to develop in depth understanding of the strategic role performed by HR in business organizations and to gain insight of the alignment between different HR systems and practices and organizational outcomes.

Unit -I

SHRM-Concept of SHRM, significance, models of SHRM; investment perspective of SHRM; evolution of SHRM, barriers to strategic HR, traditional HRM vs. SHRM; role of HR in strategic planning.

Unit-II

Strategic fit frameworks: linking business strategy and HR strategy, HR bundles approach, best practice approach, business strategy and human resource planning.

Unit-III

Functional Strategic Human Resource Strategies- Employee resourcing strategy, Strategies for Managing Performance of HRM, Strategic Human Resource Development, Reward and Compensation Strategy, Employee Relations Strategy

Unit-IV

Strategic HRM and Strategic Change- Strategic HR issues and role of HR in the context of Change. Strategic options and HR decisions- Downsizing and restructuring, outsourcing and off shoring

Suggested Readings

1. Mello, Jeffrey A.; Strategic Human Resource Management; Thomson Learning Inc.
2. Agarwal, Tanuja; Strategic Human Resource Management; Oxford University Press: New Delhi.
3. Dreher, George and Thomas Dougherty; Human Resource Strategy; Tata McGraw Hill.
4. Greer, Charles; Strategic Human Resource Management; Pearson Education.
5. Belcourt; Monica and Kenneth McBay; Strategic Human Resource Planning; Thomson Learning Inc.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

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External Marks: 80
Internal Marks: 20
Time: 3 Hrs

NETWORK APPLICATION AND MANAGEMENT
PAPER CODE SMS-2228 (Optional –IT)

Course Objectives: The course aims to combine the fundamental concepts of data communications and networking with emphasis on business applications.

Unit I

Fundamentals of computer network management: Communicating in a Network-Centric World, Communicating over the Network, Application Layer Functionality and Protocols, OSI Transport Layer, OSI Network Layer, Addressing the Network: IPv4, OSI Data Link Layer, OSI Physical Layer, Ethernet, Planning and Cabling Networks, Configuring and Testing Your Network.

Unit II

Introduction to routing: Introduction to Routing and Packet Forwarding, Static Routing, Introduction to Dynamic, Routing Protocols, Distance Vector Routing Protocols, 5 RIP Version I, VLSM and CIDR, RIPv2, The Routing Table, EIGRP, Link-State Routing Protocols, OSPF.

Unit III

Switch & wireless technology: LAN Design, Basic Switch Concepts and Configuration, VLANs, Introducing VLANs, VTP, STP, Inter-VLAN Routing, Basic Wireless Concepts and Configuration, Introduction to WANs, PPP Concepts, Frame Relay, Network Security, ACLs, Teleworker, Services, IP Addressing Services, DHCP.

Unit IV

Network management applications: Configuration management, Fault management, Performance management, Event Correlation Techniques, Security Management, Report Management, Service Level Management

Suggested Readings:

1. Mani Subramanian, (2012). Network Management Principles and practice, 2nd Edition. Addison Wesley New York
2. Jerry, Fitz Gerald and Alan, Dennis. (2009). Business Data Communications & Networking. 10th Edition, John Wiley & Sons Reference
3. Tanenbaum, A. S. (2004). Computer Networks. 5th Edition, Pearson Education.
4. David A Stamper. (2003). Business Data Communications. 6th Edition, Addison Wesley.
5. Burke Richard J. (2008). Network Management: Concepts and Practice, 1st Edition. Pearson Education
6. Stallings, W. (2007). Data and Computer Communications, 10th Edition, Pearson Education.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each

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External Marks: 80
Internal Marks: 20
Time: 3 Hrs

WEB TECHNOLOGIES
PAPER CODE SMS-2230 (Optional -IT)

Course Objective: To familiarize the students with latest trends in Web Technologies.

Unit I

Web Servers: HTTP Request Types, Introduction to Microsoft IIS, Features, Creating Virtual Directory. HTML & XHTML: The development process, basic HTML, formatting and fonts, commenting code, color, hyperlink, lists, tables, images, simple HTML forms, web site structure, XML, Move to XHTML, Meta tags, Character entities, frames and Frame sets.

Unit II

Style Sheets: Need for CSS, introduction to CSS, basic syntax and structure, using CSS, background images, colors and properties, manipulating texts, using fonts, borders and boxes, margins, padding lists, positioning using CSS, CSS2.

Unit III

Active Server Pages: Working with ASP Pages, ASP Objects, File System Objects, Session Tracking and Cookies, ActiveX Data Objects, Accessing a Database from Active Server Page. Introduction to MS Visual Interdev, Developing Asp Pages using MS Visual Interdev

Unit IV


Javascript, DHTML: Introduction to Javascript, Client side scripting, simple javascript, variables, functions, conditions, loops and repetition, javascript own objects, the DOM and web browser environments, forms and validations, combining HTML, CSS and javascript, events and buttons, controlling your browser.

Suggested Readings

1. Kogent Learning, (2013). Web Technologies BLACK BOOK, 1st Edition, Dreamtech Press.
2. A.K. Saini and Mukta Sharma, (2015). Planning, designing and development of Website, 1st Edition., Galgotia Press. Reference
3. Deitel & Deitel, Goldberg, (2009). Internet & World Wide Web, 4th Edition. Pearson.
4. Roussel A. John, (2003). Mastering ASP, 2nd Edition, BPB Publication.
5. Godbole & Khate, (2013), Web technologies, 3rd Edition, TMH india

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).


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External Marks: 80

Internal Marks: 20

Time: 3 Hrs

ERP-ADVANCED BUSINESS APPLICATION PROGRAMMING

PAPER CODE SMS-2232 (Optional -IT)

Course Objectives: The Objective of this course is to provide knowledge about ERP and its functions with advanced business application programming (ABAP), which is a tool to customize ERP as per requirements.

Unit I

Introduction to ERP: Concept of ERP, Need of ERP, Advantages and Disadvantages of ERP, Functions of ERP, Overview of available ERP Packages and Tools, implementation methodologies, Requirement for Implementation, Phases of Implementation, Benefits of Implementation. Introduction to Business Application Programming:- Transaction Codes, Using Editor, Creation of Program, Program naming conventions, syntax, write statement, chain operator.

Unit II

Data Types And Program Types : Overview of available Data types and program types Defining variables with DATA and TYPES. Operators: - Arithmetic Operators , Relational Operators. Logical Operators.. Control Statements: - If statement, while loop, do loop, case statement, exit, check and continue. Assignments, Conversion and Calculations:- Working with system variables, clear statement, move statement, move-corresponding statement, performing calculations. Data Dictionary:-Data element, domain, table, view, structure, lock objects.

Unit III


Modularization: - Local Modularization and Global Modularization, Creation of subroutines, calling subroutines, creation of function group, creation of function modules, calling function modules. Dialog Programming :-Basic principles, Layout, Flow Logic, Menu Painter, Screen Painter, Table control, Tab strip Control. Selection Screens: Creation of selection Screens, Events of Selection Screens, Use of parameter, select options, checkboxes, radio buttons. Reporting : Classical Reporting , Interactive Reporting ,Events of Interactive reporting, System Variables used in Interactive reporting.

Unit IV

Data Transfer Techniques: BDC, Creation of BDC,BDC Recording, Session Method , Call Transaction Method. Scripts: Creation Of Scripts, Text Element, Text Symbols, Printing Scripts. Smartforms: Creation of SMARTFORMS, Printing of SMARTFORMS. Cross Applications :- ALE,IDOC,LSMW,BAPI,BADI.

- Suggested Readings :**
1. Dr Horst Keller, (2009) . ABAP Objects, 2nd Edition, Galileo Press.
 2. Kogent Learning. (2009). SAP ABAP/4 black book, 1st Edition, Dreamtech.
 3. Ken Greenwood, (1998). Sams Teach Yourself ABAP/4 in 21 Days, 1st Edition, TechMedia.
 4. R. Lyfareff, (1998). Introduction to ABAP/4 Programming for SAP (Hardcover), 2nd Edition Prima Pub.
 5. Alexis Leon, (2014). ERP- Enterprise Resource Planning, 3rd Edition by Tata McGraw Hill Education (India) Private Limited.
 6. Mary summer, (2013). ERP- Enterprise Resource Planning, 1stEdition, Pearson Education.

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).


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External Marks: 80
Internal Marks: 20
Time: 3 Hrs

INDUSTRIAL RELATIONS AND LABOR LEGISLATIONS
PAPER CODE: SMS-2221 (Optional-HR)

Objective:

The objective of this course is to sensitize and expose students to critical tasks, functions and issues of industrial relations and to gain insight into the dynamics of employee management relations on the different job situations.

Unit-I

Industrial Relations: Concept, Scope, Objectives, Factors effecting IR in changing environment; Impact of technological change on industrial relations; Human Resource Management and IR; Role of State; Employer's Organization; Role and objectives of ILO in Industrial Relations. International Dimensions of IR.

Unit-II

Trade Unions: Objectives and functions; Development of trade Union movement in India; Challenges of Trade Union movement; Forms of union; Trade Union response toward liberalization and change; Provisions of Trade Union Act 1926.

Unit-III

Labor Legislations: Objectives, significance and forms - Grievance handling legislations, Social security legislations, Regulatory legislations, protective and employment legislations; Discipline: Causes of Indiscipline, maintenance of discipline and misconduct; Labor turnover and absenteeism; Industrial Employment (Standing Orders) Act, 1946.

Unit-IV

Worker's participation in management - objectives, importance and levels and methods; Strategic implementation of WPM; Co-ownership management; Concept and significance; Collective bargaining: role, types and process; Industrial dispute- causes, forms, settlement; Provisions of Industrial Dispute Act, 1947.

Suggested Readings

1. M. V. Pylee, Workers Participation in Management, Vikas Publishing House Pvt. Ltd.
2. Venkataratnam, C.S. and Sinha, Pravin, Trade Union Challenges at the Designing of 21st Century, IIRA-Excel Books, New Delhi
3. Monappa, A. Industrial Relations, Tata McGraw Hill, New Delhi
4. Sinha, Sinha, Sakher, Industrial Relations, Trade Unions and Labour Legislations, Pearson Education, New delhi
5. Venkataratnam, C.S., Industrial Relations, Oxford University Press, New Delhi
6. Dutta, S.K. Guide to Disciplinary Action, Tata McGraw Hill, New Delhi

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

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External Marks: 80
Internal Marks: 20
Time: 3 Hrs

ORGANISATIONAL CHANGE AND DEVELOPMENT
PAPER CODE: SMS-2223 (Optional-HR)

Objective: This course is designed to provide in depth understanding of behavioural interventions and enable the students to apply these interventions for building individual, team, systems and process related competencies and helping organizational to achieve peak performance and become self sustaining

Unit-I

Organizational Change - meaning, nature, need; Process and Models of planned change; Force Field Analysis; Organizational Development – meaning ,nature and importance; process of organizational development

Unit-II

Human Process Interventions - T-group, process consultation, third party interventions, team building; organizational confrontation meeting, coaching and mentoring. role focused interventions

Unit-III

Techno structural Interventions; restructuring organization, reengineering, employee involvement, work design; Strategic Interventions – Competitive and Collaborative Strategies, organization transformation

Unit-IV

Contemporary issues and applications; Organizational development in global context, organizational development in service sector, OD Practitioners - role, competencies requirement, professional ethics and values and experiences; future trends in OD

Suggested Reading:

1. Cummings, Thomas G. and Christopher G. Worley, **Organisation Development and Change**, Thomson Learning
2. Ramnarayan S., T.V. Rao and Kuldeep Singh, **Organisation Development Interventions and Strategies**, Response Books, New Delhi
3. French, Wendell L. and Lecil H. Bell, **Organisation Development**, PHI, New Delhi
4. Chowdhury, Subir, **Organisation 2IC**, Pearson Education.
5. Ian Palmer, Richard Dundford, Gib Akin, **Managing Organisational Change: A Multiple Perspectives Approach**, Mc Graw.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

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External Marks: 80
Internal Marks: 20
Time: 3 hrs

HUMAN RESOURCE DEVELOPMENT SYSTEMS
PAPER CODE: SMS-2225 (Optional-HR)

Objective: This course is designed to provide in depth understanding and enable the students to manage training processes and system for developing human resource of the organization.

Unit-I

Changing role of HRD in Liberalized economy, Trends in HR: present and future, Concept and philosophy of HRD, HRD climate, Human beings as a strategic resource, Integration of HRD with corporate strategy, Role of HRD in improving effectiveness of a firm, Human resource planning and procurement.

Unit-II

Work System: Work planning and role analysis, work review and feedback, potential appraisal, trends in performance management, 360 degree appraisal, team appraisal.

Unit-III

Career and development system: Career development and planning, assessment centers, career management, motivational aspects of HRD, practices in career management.

Unit-IV

Training: Training process, Training needs assessment - organizational analysis, operational analysis, person analysis, Training methods and techniques, Evaluation of training - need for evaluation, principles, criteria and approaches.

Suggested Readings:

1. Udai Pareek and T.V. Rao: Designing and managing Human resource development systems, oxford publishing and IBH publishing co. pvt ltd.
2. Udai Pareek: evaluating human resource development, Jaipur HR dresearch foundation.
3. Udai Pareek: training Instrument for HRD, Tata McGraw Hill Publishing Company Limited.
4. T.V. Rao: Appraising and developing managerial performance, T.V. Rao learning systems pvt ltd.
5. Sahu, R.K., **Training for Development**, Excel Books, New Delhi
6. Blanchard, P Nick, and James W. Thacker, **Effective Training - Systems, Strategies, and Practices**, Pearson Education, New Delhi
7. Goldstein, **Training in Organization**, Thomson Learning, Bombay

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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External Marks: 80
Internal Marks: 20
Time: 3 Hrs

DATABASE MANAGEMENT SYSTEM
PAPER CODE SMS-2227 (Optional –IT)

Course Objective: The course has been designed to introduce the students with the applications of systems designed to manage the data resources of organizations. It provides the students an opportunity to study the hands-on implementation of a database in corporate environment.

Unit I

Introduction to Database; Organisation of Database; Components of Database Management Systems; Data Models; Entity-Relationship Model; Network Data Model; Hierarchy Data Model; Relational Data Model; Semantic Data Model; Advantages of DBMS.

Unit II

Relational Database Design : Integrity Constraints; Functional Dependencies; Normalisation; Physical Database Design; Decomposition of Relation Schemes;

Unit III

Introduction to data mining & Data Warehousing; Knowledge Extraction through Data Mining. MS-ACCESS.

Unit IV

Database Utilities; Security, Object/Basic Database Administration/ Remote Data Access.

SUGGESTED READINGS:

1. Chakrabarti- Advance Database Management System (Wiley Dreamtech)
2. Beynon -Davies P- Database Systems (Palgrave, 2003)
3. Karthikeyan Understanding Database Management System (Acme Learning)
4. Hoffer - Modern Database Management (Pearson Education, 6th edition)
5. Alexis and Leon - Database Management System (Vikas, 2003.)
6. Majumdar and Bhattacharya - Database Management System (Tata Mc Graw Hill, 1996).
7. Navathe E - Fundamentals of Database Systems (Pearson Education, 3rd Ed.)

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

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External Marks: 80
Internal Marks: 20
Time: 3 Hrs

SYSTEMS ANALYSIS AND DESIGN
PAPER CODE SMS-2229 (Optional -IT)

Course Objective: This set aims to help students understand the complexities involved in design and implementation of information systems in business organizations coupled with aligning IT strategies for developing strategic planning resources.

Unit-I

Concept of system, Business Information System, types of business information systems, overview of system development methodologies, role of systems analyst, CASE tools for systems analyst; feasibility study - economic, organizational and cultural, technological, schedule and resource.

Unit-II

System Development Life Cycle : Preliminary investigation - Information System Projects. evaluation of system requests, major steps in preliminary investigation; Systems Analysis - fact finding techniques, documentation, data flow diagrams, data dictionary; cost benefit analysis.

Unit-III

Systems Design : User interface design, input and output design, data design: Systems Implementation : Application development, quality assurance, structured application development - structure charts, cohesion, coupling, testing, program, system, operations, user documentation; Installation - Training, system changeover.

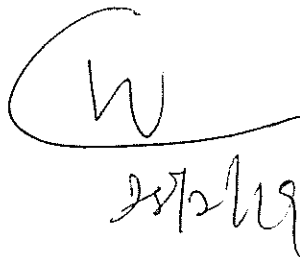
Unit-IV

Designing Distributed and Internet Systems: designing distributed systems - designing systems for LANs, for client / server architecture; designing internet systems - internet design fundamentals, design issues related to site management, managing online data.

Suggested Readings:

1. Hoffer et. al. , Modern System Analysis and Design, Thomson Learning
2. Shelly, Cashman, Rosenblatt, System Analysis and Design 4e, Thomson Learning
3. Satzinger, System Analysis and Design, Thomson Learning, Bombay.
4. Hawryszkiewycz, I T. Introduction to Systems Analysis and Design. 2nd ed., New Delhi. Prentice Hall of India.
5. Whitten, J L. System Analysis and Design Methods . New Delhi, Galgotia.
6. Awad, Elias M., Systems Analysis and Design, Prentice Hall of India, New Delhi.

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).


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External Marks: 80
Internal Marks: 20
Time: 3 Hrs

INFORMATION SYSTEM MANAGEMENT
PAPER CODE SMS-2231 (Optional -IT)

Course Objectives: The objective of this course is to expose the students to the managerial issues relating to information systems and also understand the role of Business Process Reengineering technique in an organization.

Unit I

Meaning and Role of Information Systems. Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems. Information Systems for Strategic Management: Competitive Strategy Concepts, Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis, and Strategic Information Systems Framework.

Unit II

Planning for Information Systems: Identification of Applications, Business Planning Systems and Critical Success Factors, Method of Identifying Applications, Risks in Information Systems. Resource Requirements for Information Systems: Hardware and Capacity Planning, Software Needs, Procurement Options – Make or Buy decisions, Outsourcing as an Option. Information Systems for Strategic Advantage: Strategic roles of IS-Breaking Business, Creating Virtual Company, wide systems and E.-Business applications.

Unit III

Managing Information Systems: Enterprise Management, Information Resource Management, Strategic Management, Operational Management, Resource Management Technology Management, Distributed Management. Organizing Planning, IS planning methodologies, Critical Success Factors, Business Systems Planning, Computer Aided Planning Tools. Security & Ethical Challenges; IS controls, Facility Controls, Procedural Controls, Computer Crime, Privacy Issues. Aspect of Technology adoption in MIS.

Unit IV

Introduction to BPR: Concept, Need for Reengineering, Benefits, guiding principles, BPR and performance Improvement, Pitfalls in BPR, Myths of BPR, BPR implementation methodology, BPR implementation methodology, Change management in BPR – introduction, Nature, process

Suggested Readings

1. James A O'Brien, George M Marakas and Ramesh Behl. (2009). Management Information Systems, 9th Edition, Tata McGraw Hill Education, New Delhi.
2. Michael Hammer and James Champy, (2003). Reengineering the Corporation: A Manifesto for Business Revolution, 1st Edition, HarperCollins
3. Turban, E., McLean, E. and Wetherbe, J. (2000). Information Technology for Management: Making Connections for Strategic Advantage. , 2nd Edition, John Wiley and Sons.
4. D.P.Goyal. (2006). Management Information Systems-Managerial Perspectives, 2nd Edition. Macmillan, New Delhi.
5. S.A.Kelkar. (2009). Management Information Systems-A concise Study, 2nd Edition. Prentice Hall of India.

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

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External Marks: 80

Internal Marks: 20

Time: 3hrs.

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ENTREPRENEURSHIP DEVELOPMENT

PAPER CODE: SMS-2202 (Compulsory)

Objective:

This course aims to acquaint the students with challenges of starting new ventures and enable them to investigate, understand and internalize the process of setting up a business

Unit-I

Entrepreneurship: Concept, knowledge and skills requirement; characteristics of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; the changing role of entrepreneurs.

Unit-II

Starting the venture: generating business idea - sources of new ideas, methods of generating ideas; creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study - market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors

Unit-III

Functional plans: marketing plan - marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan - form of ownership, designing organization structure, job design, manpower planning; Financial plan - cash budget, working capital, proforma income statement, proforma cash flow, proforma balance sheet, break even analysis

Unit-IV

Sources of finance: debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues - intellectual property rights patents, trademarks, copy rights, trade secrets, licensing; franchising.

Suggested Readings:

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, **Entrepreneurship**, Tata McGraw Hill, New Delhi
2. Barringer, Brace R., and R. Duane Ireland, **Entrepreneurship**, Pearson Prentice Hall, New Jersey (USA)
3. Lall, Madhurima, and Shikha Sahai, **Entrepreneurship** Excel Books, New Delhi
4. Charantimath, Poornima, **Entrepreneurship Development and Small Business Enterprises**, Pearson Education, New Delhi.
5. Khanka, S.S., **Entrepreneurial Development**, S.Chand, New Delhi.
6. Desai, Vasant, **Dynamics of Entrepreneurial Development and Management**, Himalaya Publishing House.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).

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External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS ETHICS AND CORPORATE GOVERNANCE
Paper Code: SMS -2204 (Compulsory)

Objective:

The objectives of this course are to help students to gain an understanding of Business Ethics and corporate governance in managerial decision-making.

UNIT I

Business ethics- Meaning of Ethics, Introduction of business ethics, importance, needs, ethical principles in business, application of Moral Behavior to business, ethical decision making, characteristics of an ethical organization, Theories of Business Ethics, Ethical Dilemmas in business.

UNIT II

Handmaid of ethics- Corporate Social responsibility, Arguments for and against social responsibility of business; environmental concerns and corporations; ethics of consumer protection.

UNIT III

Corporate governance: overview, meaning, historical perspective, Issues and problems of corporate governance in emerging economies; Corporate ethics: good governance-obligation to society, investor, employees, customers and managers.

UNIT IV

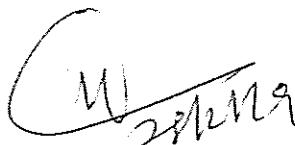
Agents and institutions in corporate governance- Right and privileges of shareholders; investor problem and protection and other stake holders; Board of Directors as powerful instrument in corporate governance; Roles, duties and responsibilities of auditor; corporate governance: the Indian scenario. Corporate governance norms as prescribed by SEBI.

Suggested Readings:

1. A.C. fernndo , Business Ethics: An Indian Perspective, Pearson 2009
2. Baxi CV, and Prasad Ajit, Corporate Social Responsibility: Concept and Cases, Excel Books, 2006.
3. John L. Colley, Jacqeline L. Doyle, Corporate Governance, McGraw-Hill.
4. Laura P. Hartman and Abha Chatterjee, Perspectives in Business Ethics, Tata McGraw Hill.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).



External Marks: 80
Internal Marks: 20
Time: 3 hrs.

SERVICE MARKETING
PAPER CODE: SMS-2210 (Optional Marketing)

COURSE OBJECTIVE:

To understand the service product and key elements of services marketing mix. Another objective deals with managing the service delivery process and the implementation of services marketing

UNIT-I

Emergence of service economy, Introduction to services; Foundation of Service Marketing – Definition and concept of service marketing, distinctive characteristics and classification of services, growth in service sector, service marketing mix.

UNIT-II

Customer Focus – Consumer behavior in services; needs, expectations and perceptions, process of market segmentation, selecting customer portfolio, creating valued relations with customer, customer loyalty, service encounters, measuring customer satisfaction, SERVQUAL model and GAP Model, handling complaints, service failure and recovery

UNIT-III

Service innovation & design; new service development process, Positioning a service in the market, value addition to service product, planning and branding service product, pricing the service product, advertising, personnel selling and other communication in services industry, challenges in distribution of services, role of employees, customers and intermediaries in service industry


UNIT-IV

Special Issues in Service Marketing – e-services, online consumer behaviour, self service technologies, understanding specific service industries – financial, hospitality, health, telecom, retail, public utilities, NGOs, travel and tourism, professional services

SUGGESTED READINGS:

1. Zeithaml, Gremler, Bitner and Ajay Pandit, *Service Marketing*, Tata McGraw Hill, 5th ed., 2010.
 2. Lovelock, Christopher, Wirtz, Jochen and Chatterjee, Jayanta, *Service Marketing – People, Technology, Strategy*, Pearson Education, New Delhi
 3. Verma, Harsh, *Services Marketing – Text and Cases*, Pearson Education, 2008
 4. Apte, Govind, *Services Marketing – OUP*, New Delhi
 5. Jauhari, Vinnie and Kirti Dutta, *Services: Marketing, Operations and Management*, Oxford University Press, New Delhi
- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 question from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).


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External Marks: 80
Internal Marks: 20
Time: 3 hrs.

INTERNATIONAL MARKETING
PAPER CODE: SMS-2212 (Optional Marketing)

Objective:

The course seeks to develop international marketing skills on a sound theoretical and conceptual foundation. It provides an insight into global marketing environment and the managerial decision making in the context of contemporary dynamics of the global markets.

Unit-I

International Marketing: Definitions, nature, scope and process of International Marketing; reasons and motivations for underlying International Trade and International Business; basic modes of process of International Marketing; Domestic Marketing versus International Marketing.

Unit-II

International Marketing Environment, Factors influencing International market selection and segmentation, Selection strategies. International Marketing Planning and control; International Marketing Mix: International product policy and planning.

Unit-III

International Product mix; Branding, labeling; packaging and organization of product warranties and services. International Pricing policies and strategies, Process of price setting, pricing decisions, information for pricing decisions.

Unit-IV

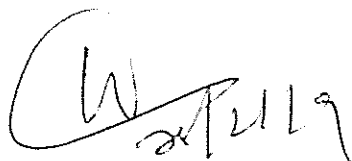
International Advertising: International advertising strategy, elements of advertising strategy, media strategy; International Distribution Channels. Selecting distribution channels.

Suggested Readings

1. Vern Terpstra and Ravi Sarathy: International Marketing: Cengage Publication, New Delhi
2. Simon Majaro: International Marketing
4. R. L. Varshney and B. Bhattacharya: International Marketing: Sultan Chand Publications, N. Delhi
6. Sak Onkvisit and John Shaw: International Marketing (Analysis and Strategy), PHI, N. Delhi
7. Warren, J. Keegan: Global Marketing Management: Pearson Edu/PHI, New Delhi
8. Phillip R. Cateora: International Marketing: Tata McGraw Hill, New Delhi.
9. Johny K. Johansson: Global Marketing: Tata Mc Graw Hillwith Edition.
10. Raja Gopal: International Marketing: Vikas Publishing House, New Delhi.

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

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 short question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit).



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