

INSTITUTE OF BUSINESS STUDIES

MBA SYLLABUS

Semester-I

MBA 101: Management Concepts and Organisational Behaviour

Course Objective-

Imparting understanding on nature of managerial job in terms of principle , skills and roles. Familiarizing students with the basic elements of management process. Providing the students a conceptual framework of understanding , analyzing , and predicting Behaviour. Helping the students to gain an understanding of dynamics of complex work situations.

Unit I: Introduction, Planning, Decision-Making and Organising-

Meaning, scope and process of management managerial skills, levels and roles, Evolution of management theory. Meaning, Scope and importance of planning, strategy making: Goal setting: vision, mission, objective, strategy, goals and targets, management by objectives, Decision making; managerial decision making models. Division of work and various basis of Organisation structure; Power, authority and responsibility, Delegation and decentralization, Coordination.

Unit II: Actuating Directing and Controlling-

Leadership and Collaboration, leader vs manger, Brief discussion on theories of leadership, communications process; barriers to communication. Meaning and process of control , types of control; financial controls , dysfunctional controls, Emerging issues in management , International dimensions.

Unit III: Foundation and Individual Decisions in Organisational Behaviour-

The nature and functions of an organisation; meaning and systematic study of O.B.; contribution of behaviour sciences to O.B. ; developing contingency model of O.B. ; O.B. in global perspective; challenges and opportunities in O.B., Nature of human behaviour; personality; meaning; theories and determinants; Values attitudes and job satisfaction; Perception process.

Unit IV: Foundation of Learning and Motivation-

Learning process; Theories of learning ; content theories of motivation (brief discussion) ; process theories of motivation; Reinforcement and motivation ; an integrative model of motivation; Motivational techniques for Indian managers.

Unit V: Groups, Inter personal and Organisation Decisions-

Formation , classification , stages and group dynamics ; Group decision making; teams and team work; transactional analysis; conflict management. Organisational culture, work stress; Organisation change; Organisational development.

Suggested Reading-

1. Stoner, James, A.F. and Freeman, R.E, Management, Prentice Hall of India.
2. Koontz, H. and Donnel C., Essentials of Management, McGraw Hill, New Delhi.
3. Drucker Peter F: The Practice of Management, N.Deming Management: Principle & Guidelines, Wiley India.
4. Griffin, Ricky, W: Management , eight edition , Wiley India.
5. F.Luthans: Organisational Behaviour , PHI New Delhi.
6. L.M. Prasad: Organisation Theory and Behaviour, HPH, New Delhi.

MBA 102: Financial and Management Accounting

Course objective-

To familiarize students with basics of financial, cost, and management accounting.
To equip them techniques of Business Decisions based on accounting Information.
To use financial data in decision making.

Unit I: Introduction-

Meaning, nature, scope, uses of accountancy, concepts and conventions, Accounting equation and types of accounts, rules of recording business transactions. Accounting standards and role of A.I.C.P.A.

Unit II: Preparation of Accounts and Records-

Journal, ledger, trial balance, Income statements, manufacturing account, Trading Account , profit loss account , balance sheet, profit and loss with adjustment. (Final Account) cash, Book, Reconciliation statement, Depreciation, Company account – Issue of share and debenture , forfeiture share and debentures.

Unit III: Financial statement Analysis-

Ratio analysis its meaning and uses, Study of liquidity leverage and profitability Ratios, Fund flow and cash flow analysis (meaning use and need.)

Unit IV: Basic of costing-

Basic of costing; classification of cost, CVP/B.E.P. analysis its uses , limitations and its managerial use, marginal costing, Budget and budgetary control-Flexible, cash, master Budgets and its uses for managers, zero base budgeting its analysis and importance.

Unit V: Standard Costing and Other Accountings-

Meaning and uses of standard costing, producer of setting standard one way or two way, variance analysis-material, labor its uses and significance, responsibility accounting, social accounting and Human Resource. Accounting.

Suggested Reading-

1. Dearden J and Bhattacharya S.K., Accounting For Management- Tax and Cases, Vikas publishing Pvt. Ltd. New Delhi.
2. Maheswari S.N., S. Chand Publishing House
3. Ravi M. Kishor – Tax man Publication Delhi. Cost and Management Accounting.

MBA 103: Business Economics

Course Objective-

To create an understanding of the relevant concepts and analytical tools of economic theory. To develop economic way of thinking. To enable the learners apply the economic concepts and tools in managerial decision- making.

Unit I: Introduction to Economics-

Principles of Economics; Theory of the Firm, Demand and supply analysis; elasticity of demand, demand forecasting.

Unit II: Production Process and Cost Analysis-

Properties of Production functions, Law of diminishing returns, Isoquants and returns to scale, Cost concepts and cost curves (short and long run), economics of scale and scope.

Unit III: Market structure-

Price and output under perfect competition, monopoly; monopolistic competition and oligopoly; Price discrimination.

Unit IV: Macroeconomics I-

Circular Flow of economic activities; National Income: concepts and measurement, Instruments of Fiscal Policy; Tools of Monetary Policy

Unit V: Macroeconomics II

Economic growth and development, Business Cycles, The balance of payments & exchange rates determination, Inflation.

Suggested Reading-

1. Peterson, Craig H., Lewis, Chris & Sudhir Jain, Management Economics, Person Education , 2006.
2. Mark Hirshey, Economics for Managers, 2007, Thomson Learning.
3. Samuelson, Paul, Economics, 18th edition, 2005 Tata-McGraw Hill.
4. Gupta, G. Managerial Economics, 2004 , Tata-McGraw Hill.
5. Rangrajan & Dholkia , Macro Economics, Tata-McGraw Hill.

MBA 104: Quantitative Techniques

Course Objective-

Learn the basics of the quantitative approach to management.
Develop their analytical ability to analyze managerial problems
Learn to solve decision problems using quantitative and statistical techniques.

Unit I: Mathematical Analysis-

An overview of the quantitative approach and its applications; Mathematical functions and their applications; concepts and applications of derivatives; concepts and applications of integrals.

Unit II: Linear Programming-

Terminology; Properties and assumptions; Formulation of LP problems; Graphical method, Simplex method; Simplex method, Elementary transportation problems; Elementary assignment problems.

Unit III: Network Analysis-

Introduction; Network analysis, CPM applications; Crashing of networks; PERT applications.

Unit IV: Managerial Statistics-

Fundamentals; Concepts and application of probability, distributions and applications; Regression and correlation analysis.

Unit V: Operations Research Techniques (Miscellaneous)-

Decision theory; Queuing theory; Game theory; Simulation.

Suggested Reading-

1. Levin, R.I. and Rubin, D.S. Statistics for management, ed. VII, 1998, Pearson Education.
2. Mizrahi, A & Sullivan, M., Mathematics for Business and Social Sciences-An Applied Approach John Wiley & Sons.
3. Tulsian, P.C. & Pandey, V, Quantitative Techniques- Theory and Problems, First impression, 2006 Dorling Kindersley (India) Pvt. Ltd, (Pea Education).
4. N.D Vohra., Quantitative Techniques in Management, ed.II, 2001, Tata McGraw-Hill.

Useful websites and software :

www.netmba.com; www.rotman.utoronto.ca; www.business.clayton.edu

The Management Scientist; QM for Windows ; Excel QM.

MBA 105: COMPUTER APPLICATION IN BUSINESS

Course Objective-

To develop an appreciation of different software and hardware systems & their use in effective design & implementation of MIS

Unit I:

Computer Systems- An Introduction, Characteristics of computer, elements of Computer System, Input, Output and storage devices. Processing and CPUs , Classification of computer, Concepts of Networking and Data Communication.

Unit II:

Types of Software, Computer Languages , Translators, Operating system- Basics, function and types, Concepts of CUI & GUI, MS-Windows as GUI operating system, parts of Windows, Text processing software-creating , formatting and processing of text. Spreadsheet software- creating and using spreadsheets . Formulas, Functions and Graphics. Presentation programmes- Creating , Formatting and Presenting, Concepts of Database and Database Management System.

Unit III:

Definition of Data/Information/Systems, Types of System, System Stakeholders, Components of Information System , Evolution of Information Systems, Classification of Information Systems, Flow charts, Algorithm, Decision tables, Decision Tree, DFS and ERD with examples, Selected Case Studies.

Unit IV:

Introduction , Meaning and role of MIS, Definition of MIS, System, Development life Cycle, E-Commerce, Introduction to mobile commerce, electronic payments, EDI, Business Function Information System, Selected case Studies.

Suggested Reading-

1. Balaguruswamy, Introduction to Computers
2. B.Ram, Computer Fundamental
3. Ron Mansfield, Working in Microsoft Office
4. Greg Perry, Teach yourself Office 97
5. Brein James, O, Computers in Business Management: An Introduction
6. Bentley Trevoi, Management Information systems and Data Process

MBA 106: Business Communication

Course Objective-

Understand nuances of interpersonal and organisational communication

Gain clarity about that themselves and their career goals so that they may excel in forms of communication used in employment screening. Learn key elements of verbal and non verbal communication important for them in their professional life Appraise various forms of organisation communication they are likely to encounter in their work life

Unit I: Communication Process-

Communication process, types of communication , Interpersonal and organisational communication, Communication Barriers

Unit II: Gaining Self Awareness-

Gaining self Awareness: Johari's Windows, Developing Career Plan, How to write a Job Application Letter, Resume writing

Unit III: Elements of Oral Communication-

Elements of public speaking Group Discussion: concepts, Effective Business presentation, Types of Job Interviews , How to prepare for Interview.

Unit IV: Non Verbal communication and Body Language-

Non Verbal communication and Body Language , Listening skills

Unit V: Written Communication-

Effective Report writing, Business letters Memo and writing, writing and Email: Electronic communication

Suggested Reading-

1. Lesikar, R.V. & J.D. Petit, Jr. Basic Business Communication: Theory and application, Homewood III, Eight edition, Richard D.Irwin.
2. Meenakshi, Prakash, Business Communication, 2007, Oxford Publication House.
3. Monippally, M. Business Communication strategies, 2001, Tata McGraw Hill.
4. Lewis, Hedwig, Body Language: A Guide for professional, second edition Response Books.

Semester-II-

MBA 201: Business Policy & Strategic Management

Course Objective-

This course deals with corporate level Policy & Strategy formulation areas. This course aims to developing conceptual skills in this area as well as their application in the corporate world.

Unit I:

Business Policy as a study; Its Nature & Importance, Development & Classification of Business Policy; Mechanism or Policy making.

Unit II:

Top Management its Responsibilities & tasks. Objectives of Business Characteristics, Classification, types of Objective and their overall Hierarchy , Setting of Objective , key areas involved.

Unit III:

Corporate Planning; Concept of long term planning, Strategic Planning (Planning Strategically), Nature, Process & Importance.

Unit IV:

Corporate Strategy: Concept, Components, Importance. Strategy Formulation: Concept , Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis.

Unit V:

Synergy: Concept, Types, evaluation of Synergy. Capability Profiles, Synergy as a Component of Strategy & its Relevance.

Suggested Reading-

1. Peter. F. Drucker: Management Task& Responsibilities
2. Igor Ansoff: Corporate Strategy
3. Gluek & Jaunch: Corporate Strategy
4. Standard Management Policy
5. McCarthy, MiniChiello, Curran Business Policy & Strategy

MBA 202: Business Ethics, Law & Environment

Course Objective-

To provide a general introduction to the legal environment that affects individuals, business and business transactions. To gauge the impact of individual and corporate decisions on human life, society, and the environment. To examine the ethical climate in which managers have to function and thus build a framework for resolving ethical dilemmas & Apply scientific and ethical theory to practical environmental problems.

Unit I: Law of Contract I,II and other Laws-

Introduction to law, Meaning and Essentials of a Contract, offer and Acceptance, Consideration , Capacity of Contract, Void Agreements, Contain Contracts. Performance of a Contract, Discharge of a Contract, Remedies for Breach of Contract, Contracts of Indemnity and Guarantee, Sale of Goods act, others special Contracts. Consumer Protection Act, Competition Act, Elements of Company law, Intellectual Property Rights.

Unit II: Business Ethics (An overview) and Ethical Dimension of Business-

Ethics and Values in Business, Professional and Applied Ethics. Corporate Governance and Business Culture, Corporate Social Responsiveness, Emerging Issues.

Unit III: Introduction to Environment-

Self, Society, and Environment , Preservation vs, Conservation, Fundamental Causes of Environmental Problems, Opposing Values and Viewpoints on the Environment, Literature and Environment.

Unit IV: Environmental Ethics-

Basic Facts and Environmental Ethics, Values, Science, and Environmental Ethics, Understanding Normative and Non-Normative Ethics, Utopian Dream and Ecological Politics- Toward a Pragmatic and Visionary Environmental Ethics.

Unit V: Environmental Management-

Introduction to Public policy, Environment Policy/Politics, International Environmental law, International Environmental Politics.

Suggested Reading-

1. Boatright, J.R.: Ethics and the Conduct of Business , ed. Vi, 2006 , Pearson Education.
2. Kuchhal, M.C.: Business Law, ed. Vi, 2005 Vikas Publishing.
3. Velasquez, M.G. : Business Ethics- Concepts and Cases , ed, vi, 2007, Pearson Education.
4. William Dudley: The Environment: Opposing Viewpoints, Opposing Viewpoints Series, Green haven Press, 2001.
5. David Schmitz and Elizabeth Willott; Environmental Ethics: what Really Matters, What Really Works. New York: Oxford University Press 2002.
6. Susan Armstrong and Richard Botzler: Environmental Ethics: Divergence and Convergence (second edition).

MBA 203: Marketing Management & Consumer Behaviour

Course Objective-

To familiarize with the basic concepts and techniques of marketing management. To create awareness of marketing mix elements. To familiarize with the different facts of consumer behaviour. To acquaint with the communication and consumer decision making To create awareness about the application of consumer behaviour in special types of markets.

Unit I: Marketing Basics, Concepts and Consumer Behaviour-

Marketing and its core concepts; marketing management and its tasks; different philosophies of marketing management; marketing micro Environment; marketing macro environment. Concepts and components of marketing mix; target marketing; market segmentation and positioning; market targeting; consumer buying behaviour; consumer buying decision process.

Unit II: Managing Products, PLC and pricing-

Basic concepts of a product; product mix and product line decision; branding decision; new product development process; innovation diffusion process. Product life cycle strategies; meaning and significance of price; factors influencing pricing; general pricing approaches; pricing practices and strategies.

Unit III: Distribution and Communication-

Marketing channels and its function; designing marketing channel; concepts and elements of promotion mix ; basics of international marketing; basics of marketing information system.

Unit IV: Introduction to Consumer Behaviour, Motivation Theories and Perception-

Meaning and scope of consumer behaviour; level of analysis in consumer behaviour, relationship between consumer behaviour and behavioural sciences; applications of consumer behaviour in different areas of marketing; motivation and consumer behaviour. Motivation theories and their application; measurement of motivation and motivation research; meaning and application of perception; application of absolute and differential threshold in consumer behaviour , meaning and nature of personality.

Unit V: Models of Attitudes, Communication and Decision Making-

Theories of personality and their application in consume behaviour; attitudes and their characteristics; different models of attitude ; measurement of attitudes. Structure and process and communication; audience and source dimensions in consumer communication; medium and source dimensions; consumer decision making views; consumer decision making process. Meaning scope and characteristic of organisational market; industrial market and its feature ; type of industrial buying decision process.

Suggested Reading-

1. Kotler, P. Marketing Management , Analysis, Planning and Control , 2007 , Prentice Hall of India, New Delhi.
2. Stanton , Etzel & Walken: Fundamentals of Marketing, ed. X, McGraw Hill.
3. Jha & Singh : Marketing Management in Indian Perspective.
4. Leon G. Schiffman and Keslie, L. Kam K. : Consumer Behaviour , PHI, New Delhi.
5. Batra & Kazmi: consumer Behaviour, Excel Books, New Delhi.
6. Kotler , Keller, Koshy and Jha: Marketing Management , Pearson Education

MBA 204: Financial Management and Management of Financial Institution

Course Objective-

To familiarize students with basic concepts used in financial management.

To provide basic understanding of working capital management.

To introduce and understand dividend policy and decisions in business

Unit I: Introduction-

Meaning, scope and development of financial management, finance functions, Indian Financial System, Financial Goals of the firm, Capital, Capital Structure and capitalization, Time value Money and its relevance, Financial Leverage and operating Leverage , E.B.I.T analysis.

Unit II: Working Capital Management-

Working capital management, overall consideration in working capital management, determination of working capital, requirements of working capital, cash management, Receivable management, management of Inventory, Banks Norms Working Capital financing, R.B.I guidelines.

Unit III: Investment and Financing Decisions-

Capital budgeting – methods of Capital Budgeting.- Pay back, N.P.V., I.R.R., multiple risky investment, capital rationing, cost of capital-debt, equity and preference stock cost, retained earning concept, M.M. Hypothesis of capital structure.

Unit IV: Dividend Decisions-

Overview of dividend policy, dividend policy and share valuation, practical consideration and legal requirement of dividend, lease financing in India, Contemporary issues in financial management.

Unit V: Financial Institutions and Market-

Development Banks- Structure and philosophy, promotional and other development roles, operation and overview of I.D.B.I.,IFCI, S.F.C. SIDBI, LIC, GIC. international Institution World Bank, I.M..F. in Indian context, R.B.I. Guidelines.

Suggested Reading-

1. Kishor Ravi. M.- Financial management, Taxman publishing house Delhi.
2. Chandara Prashnna – Financial Management Theory , Tata McGraw Lall Publishing Bombay Ltd Delhi.
3. Yari Horn James C, - Financial Management and policy, Prentice Hall of India, New Delhi.

MBA 205: PRODUCTION MANAGEMENT

Course Objective-

The objective of the course is to acquaint the students with the basic concepts and process of decision-making related to production and to develop understanding of the role of a production manager.

Unit I: INTROUTION-

Meaning and nature of Production Management, The Scope, Need and importance of Production Management, Historical Evolution of Production Management; Different types of Production system; the role and functions of Production, an overview of Production Decisions.

Unit II: PLANNING THE DESIGH OF PRODUCTION SYSTEM-

Plant Location and site selection, Plant layout and Materials Handling product design, Job analysis, Design and Evaluation, Capacity Planning Prediction and Demand forecasting, Planning in continuous and intermittent Production systems, Planning of Projects.

Unit III: PLANNING THE USAGE OF PRODCUTION SYSTEM-

Aggregate Planning, Scheduling and Sequencing of Operations, Line Balancing.

Unit IV: OPERATING AND CONTROLLING OF PRODUCTION SYSTEM-

Inventory-Management and Control, Quality control, Maintenance of Plant and Facilities, Labour Productivity and its Measurement ; Work Measurement and work Sampling, Analysis and Measurement of office work Effective Supervision, Financial Incentives.

Unit V: WIDER CONSIDERATION IN PRODUCTION MANAGEMENT-

Production Management in Non-manufacturing/Service Systems, Waste Management and Pollution Control, Future challenges and problems in production, manufacturing policy and choice of technology.

Suggested Reading-

1. Buffa, E.S, Modern Production and Operations Management
2. Lockyear , Production and Operations Management
3. Ray Wild, Production and Operations Management
4. Buff Dyer, Management Science and Operations Management
5. Martin K., Starr Systems Management of Operations
6. Redge ,Production Management-Text and Cases
7. Riggs ,Production systems.

MBA 206 : Human Resource Management

Course objective-

To familiarize the students with Human Resource Management. Concepts and functions.

To help the students in identifying problems in the management of Human Resources.

To acquaint the students with different strategies and legislations used in management of HR related issues in the organisation.

Unit I : Introduction to Human Resource Management-

Evolution of HRM, Relevance of HRM, challenges faced by HRM, Human Resource Functions, Systems Model of HRM functions, the Indian scenario of HRM.

Unit II: Manpower Management-

Human Resource Planning, Steps in HRP, succession planning, recruitment and selection, training and career development, training administration, training needs analysis, job analysis-job description and job specifications.

Unit III: Compensation, Benefits and Performance Management-

Principles of wage determination; salary structure, grades, range, overtime payments; job evaluation, purpose, methods and procedure; wage policies and regulations in India, performance management.

Unit IV: Industrial Relations-

Industrial relations machinery; preventive and settlement machinery ; discipline in industry; grievance and the procedure for the Redressal of grievance; roles, rights and responsibilities of trade union; collective bargaining; worker's participation in management.

Unit V: Employee welfare services and Security-

Quality of work life; health and safety, employee assistance programmemebers; voluntary welfare schemes for education; recreation, housing, medical services; an outline of social security measure; P.F. Gratuity, E.S.I. schemes etc.

Suggested Reading-

1. Monoppa & Saiyadain, Personnel Management, Tata McGraw Hill, New Delhi.
2. Patnayak, Biswajeet, Human Resource Management, ed. Iii, 2006 , P.H. New Delhi.
3. T.V. Rao and Raju Rao, (ed) 360 Degree Feedback and Performance Management system, Vol. I, ed. Ii, 2003, Excel Books.
4. Gar Dessler, Human Resource Mangement, ed. X, 2006 Pearson Education New Delhi.
5. Strauss & Sayles, Personnel Problems of Management, Prentice Hall of India.
6. Pramod Verma, Management of Industrial Relations, Vora Prakashan Ahmedabad.
7. Sinha, PRN, Sinha IB and Shekhar SP, Industrial Relations, Trade Unions and Labour Legistation , Pearson Education , New Delhi 2004

MBA 207: VIVA-VOCE (Subject Based)

Semester III-

MBA 301: Security Analysis and Portfolio Management

Course Objective-

The objective of the course is to provide to the students specialized knowledge of the techniques of evaluation of proposal in investments

To acquaint them with the problems encountered in the decisional process pertaining to investment.

Unit I: Investment Decisions-

Introduction, Nature and Scope, Risk-return tradeoff, Systematic and Unsystematic Risk, Risk and Return for single Security and Portfolio of securities, Optimal Portfolio Mix, Fundamental and Technical Analysis.

Unit II: Portfolio Theory-

Markovitz Theory, Efficient Frontier, Fundamental of portfolio analysis, Mean Variance Analysis, portfolio Diversification.

Unit III: Capital Market and Security Analysis-

The capital Assets pricing model: The Arbitrage pricing theory; stock valuation and selection, Bond valuation and management, Derivative securities and valuation, Portfolio performance evaluation, International portfolio diversification, The theory of active portfolio management.

Unit IV: Uncertainty Analysis in Investment Decisions-

Probability-Approach, conservative methods, Utility Theory, Sensitivity analysis, Decision-Tree Approach, Cost of capital for specific sources of Financing, Weighted average cost of Capital,

Unit V: Mergers/Acquisitions/Demergers /Technology Transfers-

Objective, Need, Synergies and Methodology of mergers and acquisitions demergers/technology Transfers, Business Valuation, Accounting Effect, Legal Implications etc. Take over guidelines/code, SEBI guidelines, Tax Implications.

Suggested Reading-

1. Fisher and Jordon.: Security Analysis and Portfolio Management
2. Prsanna Chandara, Financial Management
3. Van Home C, Financial Management and Policy
4. Singh S.P.,Capital Expenditure Decisions
5. David Qwein , Capital Expenditure Decisions
6. S.N. Maheshwari, Financial Management

MBA 302: International Financial Management and Financial Derivatives

Course Objective-

To provide an understanding of financial environment of global operations of business.

To familiarize with the mechanics of foreign exchange markets.

To develop an in-dept understanding of the type of foreign exchange exposure and hedging instrument.

Unit I: International Finance An Introduction-

Importance of international finance; The determination of exchange rates and balance of payment; The international monetary system; International financial markets and instruments, International Portfolio investment; financing of international trade; International working capital management; International project appraisal.

Unit II: The Foreign Exchange Markets-

The foreign exchange market; The foreign exchange market in India; purchasing power parity theory; Interest rate parity theory; currency forecasting., Foreign exchange risk and exposure management; measuring and managing transaction and translation exposure; Measuring and managing economic exposure; management of interest rate exposure.

Unit III: Financial Derivatives-

An overview of derivative contracts: Forward, Futures, swaps and options; Importance of derivatives in risk management; Derivative Markets in India: exchange traded and over the counter; trading mechanism of derivatives in India, Interest rate futures and pricing; Stock index futures and pricing; Swaps: mechanics, use and valuation; options: The basics.

Unit IV: Pricing Models and derivatives-

Binomial options pricing model: The black and Scholes Model: Options hedging strategies; estimating volatilities, Value at Risk, Credit Derivatives; Exotic options Derivative mishaps

Unit V: Currency derivatives-

Forwards: Currency Options; Currency Futures; Special financial vehicles; interest rate and currency swap.

Suggested Reading-

1. Eitman, David K., Stonehill, Arthur, Moffet, Michael H., Multinational Business Finance, Pearson Education.
2. Madura. Jeff, International Corporate Finance, Cengage (Thomson) Learning,
3. Levi, Maurice, D., International Finance, McGraw Hill.
4. Apte P.G. International Financial Management, Tata McGraw Hill, 2006
5. Bhalla V.K. S Chand Publishing House, New Delhi
6. John C. Hull, Options, Futures and other derivatives, Pearson Education.
7. S.S.S. Kumar, Financial derivatives, Prentice- Hall of India
8. Salih.N., Neftci, An Introduction to mathematics of Financial Derivatives, Academic Press.

MBA 303: Project Appraisal

Course Objective-

To create an understanding of the process, criteria and the appraisal methodology for projects.

To prepare and understand the concepts of project feasibility reports.

To have a clear understanding of project financing techniques.

Unit I: Introduction-

Concepts of project, Importance and characteristics, Types of project, Project family tree, Phase of a Project & Project Life Cycle, Issues concerning Project driven and non-project driven organisation, Identification, Project identification and analysis, Ideas generation and screening: Rating index, Pre-feasibility study, Focus on SOW, WBS, Responsibility Matrix.

Unit II: Project Appraisal-

Project appraisal, Review of elementary techniques to project appraisal, taking risk out of investment, the short and long term results of not appraising business expenditure, Developing an appraisal process, Appraisal procedure of financial institutions in India.

Unit III: Appraisal Measures-

Appraisal measures, Meaning and use of appraisal measures, Identifying the most appropriate measure for business, payback, Discounted cash flow measures-NPV and IRR and other measures.

Unit IV: Cost Benefit analysis-

Cost benefit analysis, Concept of uniform annual equivalent, Determination of economic life, Inflation and its impact on projects, Social cost benefit analysis (SCBA) different methods.

Unit V: Financing and Control-

Long term financing, Searching of finances and their appropriate mix, Issue management, Loan Syndication, Consortium Financing, Project monitoring and control, Control techniques, Concept of time and cost over run, Human aspect of project organisation, Forms of project organisation, Contract management, Infrastructure projects.

Suggested Reading-

1. Prasanna Chandra : Project Planning, Analysis, Selection and Implementation.
2. Chaudhary S, Project Management
3. Harold Kerzner, Project Management
4. Joy P.K, Total Project Management
5. Meredith, Projects.

MBA 304: Sales & Advertising Management

Course Objective-

To develop an insight in personal selling

To analyses the managerial aspects of sales force management

To understand the process of marketing communication.

Application of advertising through the development and implementation of an advertising plan.

Unit I: Sales Distribution Strategy , Selling Process and Sales Organisation-

Marketing Sales and Distribution linkage, Characteristics of sales job, Myths in selling, Dyadic relationship , Diversities in selling situation , selling theories. Prospecting, Pre approach, Approach, Presentation, Objection Handling, Sales close, sales organisation design.

Unit II: Sales force Management control system and cotemporary issues in sales Management-

Formulation of Personal selling strategies , Recruitment and Selection , Sales force Training , Sales force compensation. Sales Quota setting , Sales Territory, Sales Budget, Sales Analysis and Audit and evaluating sales person performance. customer relationship management ; behaviour, role perception and satisfaction of sales force, strategic role of information in sales management and Responsibilities of sales manager and sales persons.

Unit III: Field of Advertising Management-

The field of Advertising management, advertising planning and decision –making. The types and classification of advertising; major institutions involved in advertising; role of Advertising and marketing strategy. Organizing for advertising and Promotion; Advertising agency setup and agency compensation. The role and functions of an integrated advertising marketing communication programme. The tools of IMC.

Unit IV: Advertising Budgeting, Research and Creative Strategy-

Models of Advertising budgeting , Advertising goals and objectives. Approaches in setting Advertising objectives. The communications process. Source, Message and channel Factors. Perspective and Researches on how Advertising works. Creative strategy: Planning and Development ; Implementation and evaluation.

Unit V: Media Planning Strategy and Evaluating Advertising Effectiveness-

Evaluation of Broadcast Media, Evaluation of Print Media, Support Media , the Internet and Interactive media plan development; Market analysis for developing media plan. Developing and implementing media strategies. Measuring the Effectiveness of the advertising Programme, International Advertising, Regulation of Advertising Public Relation , Publicity and Corporate advertising.

Suggested Reading-

1. Still cundiff and Govoni: Sales Management , PHI, new Delhi.
2. Panda and Sahadev: Sales and Distribution Management Oxford University Press, Delhi.
3. Matin Khan: Sales and Distribution Management , Excel Books, Delhi.
4. Aaker, David & Myers, John: Advertising management , Prentice Hall,2003.
5. Belch, G. and Belch, M: Advertising and Promotion: an integrated Marketing Communication Perspective, 6/e , McGraw Hill, 2003.
6. Ogilvy, David: Confessions of an Advertising Man, Atheneum: New York, 1963.

MBA 305: Marketing of Services

Course Objective-

To familiarize with the special characteristics of services relevant for marketing
To analysis the customer satisfaction and complaint management in services.
To evaluate the financial implications of improvement in services
To acquaint with CRM application in service marketing

Unit I: Basic of Service Marketing-

Unique characteristics of Services; Marketing Mix applicable to services; Importance of Service quality and service components; Nature of Demand for services; Frame work for service marketing.

Unit II: Organisations Focus for services-

Positioning services; identifying customer group and complaint management: Identification of customer groups: Service guarantees.

Unit III: Customer Satisfaction in Services-

Measuring customer satisfaction of customer satisfaction Designing customer satisfying surveys, analyzing customer satisfaction surveys

Unit IV: Determining financial a impact of service improvement-

Method of measuring the benefits of service improvements; The cost of quality; Return on quality.

Unit V: Improving services-

Relationship marketing : the service based business plan , the future of service marketing ; Technological changes and the services.

Suggested Readings-

1. Donald Cowell,; Marketing of Service, Heinemann, London
2. Lovelock, C.H. Services Marketing, Prentice Hall, London
3. Jha S.M. : Service Marketing , Himalaya Publishing House, New Delhi.
4. Akhtar J.: Management of Tourism in India, Ashish Publishing House, New Delhi.

MBA 306: International Marketing Management

Course Objective-

Due to ever increasing business dealings the subject of international Marketing has gained utmost importance in recent times. The world these days, indeed has shrunk and foreign markets have particularly become important specially for a developing country like India. The major objective of this course is to provide an exposure to the area of Marketing in the International perspective.

Unit –I-

Introduction to International Marketing, Nature scope and different complexities of International Marketing, International Marketing Environment, Basic of International Trade, India and World Trade.

Unit –II-

Balance of Trade, Balance of Payments and Instruments of Trade Policy, Devaluation, Revaluation, Appreciation & Depreciation , Export documents and procedure.

Unit –III-

Concept of Free Trade and Regional Economic Groupings, Selection of Global Markets, Segmentation and Positioning, Product Planning, International PLC, Developing international Pricing Policies & Strategies for Export.

Unit –IV-

Market Entry and overseas Distribution system, Overseas Market Research, Marketing Plan for Exports Multinationals and their role in international Marketing.

Unit –V-

Management of Risks in international marketing , Instruments of Financial Transactions in international marketing, New Techniques (Joint Ventures, Sub contracting & BOP) in international marketing.

Suggested Reading-

1. Varshney and Bhattacharya : International Marketing Management.
2. Philip B. Cateora nad John M. Hess : International Marketing.
3. Alexender C. Stanley : Handbook of International Marketing.
4. John Fayerwearther : International Marketing.
5. David Carson : International Marketing.
6. Philip Kotlar : Marketing Management.

MBA 307: INDUSTRIAL RELATIONS AND LABOUR LEGISLATION

Course Objective-

The Objective of the course is to highlight the need for maintaining industrial harmony. It also aims at acquainting the students with the legal framework for the maintenance of cordial industrial relations in India.

Unit I: INDUSTRIAL RELATIONS-

Concepts, meaning and scope, Role of- Employer, Employee, Government, Changing aspirations of the workforce. Trade Unions in India, short History growth, future, weaknesses.

Unit II: INDUSTRIAL DISPUTES AND THEIR SETTLEMENT-

Causes and Dimension of Industrial Dispute, Process and Machinery of Dispute Settlement, Negotiation strategies, Collective Bargaining, Workers participation in Management.

Unit III: LABOUR WELFARE AND SOCIAL SECURITY-

Meaning and scope of Social security, Schemes for industrial workers: Labour welfare schemes I.L.O and conditions of Indian labour.

Unit IV: ORIGIN AND GROWTH OF LABOUR LEGISLATION IN INDIA-

Retrospect and prospect, classification of Labour Laws, A brief study of Factories Act 1948. Workmen Compensation Act, 1923.

Unit V : LABOUR LEGISLATIONS-

A brief study of (1) Trade Unions Act, 1926; (2) Industrial Disputes Act, 1947; (3) Employees state Insurance Act, 1948 (4) Provident Fund act, 1952.

Suggested Reading-

1. Chakarwari B.K., Labour Laws in India
2. Ramaswamy E.A, Industrial Relations in India
3. Myer C.A, Industrial Relations
4. Pant & Mishra, Indian Labour Problems
5. Monappa, A., Industrial Relations

MBA 308 : Human Resource Development

Course Objective-

To create a conceptual background required to undertake any activity to facilitate and manage the HRD function in an organization

To acquaint the students about different HRD system.

To learn different techniques of developing people through HRD interventions.

Unit I: HRD An Overview-

Need for HRD , meaning , philosophy, goals and tasks, HRD and other functions; status of HRD in the organisation ; role of chief executives in HRD managers.

Unit II: Designing HRD System-

Contextual factors and system designing; analyzing the role for development; effective recruitment and placement systems; the training systems, training strategy; designing training programmes; training methods; the training climate, trainers style.

Unit III: Designing HRD system II-

Performance appraisal in HRD; potential appraisal and development; performance review and counseling; dual career groups, flextime and flexwork; developing the role; job enrichment; QWL and role effectiveness; developing self-renewing capacity; issues in HRD system designing.

Unit IV: STRATEGIES AND INSTRUMENTS FOR HRD IMPLEMENTATION-

HRD mechanisms; process outcomes and organisational effectiveness ;mapping HRD practice-profile; HRD climate survey ;HRD competencies checklist; training effectiveness test ; performance planning and development test; integrated HRD systems intervention strategies.

Unit V: HRD in the New Economic Environment-

Role of HRD in the liberalised economy ;new environment ; corporate strategy and HRD agenda; HRD and TQM ; technological change and HRD ; HRD for blue collar workers in the new context ; HRD in select organisation.

Suggested Reading-

- 1- Khardewal Anil K. ,Abraham,S.J.,Verma K.K.,Alternative and Strategies of HRD National HRD Network,Rawat Publication ,Jaipur
- 2- Maheshwari , B.L.,Dharni,P.Sinha, Management of Change through HRD, National HRD Network, Hyderabad , Tata McGraw Hill,1991.
- 3- Praeek Udai Rao T.U ., Designing and Managing Human Resource System, Oxford & IBN Publication ,New Delhi.T.V.
- 4- Praeek Udai ,R.P.Lynton ,Training for Development, Vistar Publications New Delhi , Padakai Rupande Praeek ,Udai , & Nair R.R.,The HRD Response , Network , Bangalore,Tata McGraw Hill.
- 5- Rao , T.V. HRD Missionary HRD Network Jamshepur ,Tata McGraw Hill,1990.

MBA 309: ORGANISATION DESIGN AND DEVELOPMENT

Course Objective-

The objective of this course is to acquaint students with the nature of the organisation, how the organisation structures are designed and to make them appreciate the dynamic nature of the organisation and thus how to deal with change and organisational development.

Unit I: ORGANISATION DESIGN-

Meaning, determinants of organisational design, components of organisational design. What is an organisation structure and the key elements of organisation structure.

Unit II: TYPES OF ORGANISATION STRUCTURE-

Common Organisational Designs: The simple structure, the bureaucracy, project and matrix structures, Mintzberg's structural configuration of an organisation and his classification of structures, New design options.

Unit III: ORGANISATIONAL DEVELOPMENT-

The concept, underlying values and important dimensions of organisational development, operational goals of OD and the phases of organisational development.

Unit IV: OD INTERVENTIONS-

OD Interventions, dimensions of intervention, nature and focus of the intervention, Transactional Analysis and other interventions, Structural and Behavioural interventions.

Unit V: STRUCTURE & STRATEGY, OD IN INDIA-

Organisation structure and strategy, OD in Indian context, Govt's liberalization and globalization policies and O.D., O.D in public and private sector organisational restructuring.

Suggested Reading-

1. Kasho Prasad, Organisational Development for Excellence.
2. Robbins, S.P., Organisational Behaviour .
3. J.K. Jain, Principle and functions of Management (1996) (selected topics).
4. Abad Ahmad, Developing Effective organisation.
5. Pareek, Rao and Pestonjee, Behavioural Processes in Organisational

MBA 310 : PRODUCTION PLANNING AND CONTROL

Course Objective-

The objective of the course is to provide knowledge of the decision areas of Production and expose the students to the application of decision tools and techniques.

Unit I: PRODUCTION PLANNING AND CONTROL-

Meaning, nature, scope, need and importance, its phases: Long term and short term, Pre-production and post-production activities.

Unit II: ANALYTICAL METHOD AND MODELS FOR PRODUCTION PLANNING AND CONTROL-

Cost Models: Linear Programming: Graphical and Simplex methods: Waiting line queuing models, simulation method of demand forecasting.

Unit III: PRODUCTION PLANNING DECISIONS-

Location and site selection layout, Relative allocation of facilities, operation line, planning process, planning, scheduling sequencing and dispatching, order control, Use of charts and models in production planning.

Unit IV: PRODUCTION PLANNING AND CONTROL-

Network planning models, PERT and CPM, Construction of Simple network of bi and multi-variates, Identification of critical path and cost time analysis for early completion of projects.

Unit V : PRODUCTION CONTROL DECISIONS MATERIAL-

Control of quantity and quality : Facilities-Maintenance, Repair and preventive maintenance, Machine Utilization, Labour –work Measurement production standards, labour cost control through Wages and financial incentives.

Suggested Reading-

1. Buffa Modern, Production and Operations Management
2. Buffa, Sarin, Modern Production and Operations Management
3. Locker, Production and Operations Management
4. Biegel, Production Control, A Quantitative Approach
5. Locker Sir Issac, Production Control in Practice
6. R.H. Mac Niece, Production Forecasting Plan

311: LOGISTICS MANAGEMENT

Course Objective-

The objective of the course is to acquaint the students with the theory and practice of Logistics Management.

Unit I: LOGISTICS & ITS IMPORTANCE-

Understanding Logistics Related Costs: Logistics Customer Service and Competitive Advantage. Location Allocation Decisions: Distribution Network Design, Plant and Ware house Location; Optimization Approach.

Unit II: TRANSPORTATION MODE CHOICE-

Factors Influencing choice, Description of Various Modes, Optimization Approaches-Computer Aided Decision.

Unit III: INVENTORY DECISIONS-

Material Management Systems in logistics Order Processing and Dispatch Decisions, Optimization Approaches-Computer aided Decision Making.

Unit IV: ROUTINE DECISIONS-

Allocation of Delivery, Collection point to a Route: Sequencing of Points on a route, Optimization Approaches-Computer aided Decision Making.

Unit V: SPECIAL TOPICS-

Packaging , Material handling; Regulatory Environment; International Logistics; Rate of Information technology in Logistics.

Suggested Reading-

1. Bowersox, Don J. , Logistical Management
2. Daniel and Jones allyin & Bacon Business Logistics: Concepts & View points
3. Ballou, Ron H, Business Logistics Management
4. Ronald Hanskett,Jame Claskowsky, Nicholas & Ivie Robert. Business Logistics
5. Willis, Roger Physical Distribution management: An Analytical approach to cutting Costs: Noyes
6. Khanna , Kishan k.A Rational Approach to transport , Ambit Journal of Bombay management association, Vol. 8, August 1979.
7. Khanna , Kishan k.Road Transport Infrastructure , Economic Times 27 Dec.1980
8. Khanna , Kishan k. Logistics Transportation and Requirement, C.E.W. Feb. 1981

MBA 312: PURCHASE AND STORES MANAGEMENT

Course Objective-

To acquaint the students with Decision Making in Effective Purchase, storage and flow of Materials in Manufacturing and Service Organisation. The Course is to emphasis on cost reduction techniques in Pre-Purchase, Purchase, Post-Purchase, storage and Disposal system.

Unit I-

Role of Purchasing and Materials Management, Objective of Organisations, Materials Requirement Planning (MRP); Significance and Position of Materials Management in an organisation.

Unit II-

Importance, Objective and functioning of Purchasing; Purchase Procedure, forms and records, types of Purchasing; Quality Description and Specifications, Make or Buy Decisions.

Unit III-

Sources of supply: Information and Development; Source of Supplier Information; Buying Locally, Nationally, Internationally, Manufacturer, or Distributor Evaluating Potential Supplier, Principles of Pricing.

Unit IV-

Functions and types of Inventories, EOG Model and ABC Analysis: JIT and MRP Inventory Systems; Tow Rin System Responsibility of Receiving and Stores, storage Methods; and Equipments Receiving Procedure and Control; Codification Simplification and Standardization; Value Analysis.

Unit V-

Nature and types of stores and spares in the context of Business and Non Business Organisation, Problems related to stores and Spare parts Management, Piling up of out dated spares, accounting standards and Real life accounting Practices in respect of out dated spares.

Suggested Reading-

1. Ammer, Dean S, Materials Management and Purchasing 1982 Richard O. Irwin Home (Illinols)
2. Dobler, D.W. and Burt D.N, Purchasing and Supply Management 1996
3. Dutta A.K., Intergrated Materials Management 1983
4. Gopal Krishan, P. and Sudarshan M. , Material Management 1995

Semester IV
MBA 401: Business Research Methodology

Course Objective-

To provide students an insight into various sources of Business research data and examine processes for collecting data and analyzing the same

To learn how to prepare and present marketing research reports.

To develop skills to evaluate the changing nature of business research and assess the contribution of these changes to actionable business research

Unit I: Business Research: An Introduction-

Introduction to Basic Concepts; stages in the Research Process; Problem Definition, Research objectives, Types of Research; Significance of Business Research in Management Decision Making, Business Research in Practice.

Unit II: Research Designs & Data Collection Techniques-

Classification of Research Designs; Exploratory, Descriptive and Conclusive Research Designs; Causal Research; Secondary Data- Nature, Sources; Advantages, Primary Data- Nature, Types ,means & Issues in Obtaining Primary Data.

Unit III: Measurement, Attitude Scales and Questionnaire Design-

Concept of Measurement, scale of Measurement- their Types & properties. Measurement of Attitude & Scaling Procedures; Questionnaire Design; Testing.

Unit IV: Sampling , Hypothesis Testing and Data Preparation-

Sampling Theory, Designs and Issues; Central Limit Theorem; Hypothesis Testing-Concept & Procedures; Data Preparation Process.

Unit V: Statistical Analysis using SPSS & Reporting of Research Findings-

Introduction to SPSS; Analyzing data using SPSS – T-testing, ANOVA, Correlation & Factor Analysis; Interpretation of results; reporting Research finding.

Suggested Reading-

1. Naresh Malhotra, Marketing Research; An applied Orientation, Pearson/Pearson Hall.
2. Boyd, Westfall and Stasch, Marketing Research; testing and Cases, Richard D. Irwin, Homewood, Illinois.
3. Churchill. G.A. Marketing Research; Methodological Foundations; Dryden Press, New York.
4. Majumdar, R., Marketing Research ‘; text, applications and Case studies, Wiley Eastern Ltd, NewDelhi.
5. Tull, D.S. Hawkins, D.I. Marketing Research; Measurement and Methods, Macmillan, New York.

MBA 402 : Project/ Dissertation

MBA (IB) Semester I

MBA (IB) 101: International Business Concepts, Issues and Ethics

Course Objective-

To guide the students towards learning the dimension and critical issue involved in international business To study the issues related to management of human resources by MNCs
To understand the need for coordination of production, marketing and financial activities by MNCs
To examine the ethical climate in which managers have to function and thus build a framework for resolving ethical dilemmas

Unit I: Dimensions, Strategy and Structure of International Business-

The field of international Business; International Orientations , Internationalization stages ,means of engaging in International Business ;external influences on International Business; Counter trade ;international business theories .Strategy and firm ,cost consideration & local responsiveness; organisational design and structure ;centralization/decentralization of decisions; subsidiary headquarter relationship; Methods of entry.

Unit II: Management of Human Resources-

Management of qualification and characteristics; international development of manager ; labor market differences and labor compensation ; comparative labor relations.

Unit III: International Operations and Marketing-

Choice of industry and plant locations ; choice of technology ; procurement and sourcing strategies; coordinating a global manufacturing system ; special economic zones ; product decision ; pricing strategies ; promotion strategies ; coordinating a global manufacturing system ; special economic zones; product decisions; pricing strategies; promotion strategies and market development; distribution system.

Unit IV: The Multinational Finance Function-

The finance and treasury functions; global debt markets; equity securities and euro equity market internal sources of funds and multilateral netting ;foreign exchange risk management ; transfer pricing

Unit V: Business Ethics - An Overview and Dimensions of Business-

Ethics and values in business, professional and applied ethics, Corporate governance and business culture, corporate social responsiveness, emerging issues.

Suggested Reading-

1. Hill, Charles W.L. :International Business,2003,Tata McGraw-Hill
2. Cherunilam,Francis:International Business2007,Prentice-Hall of India.
3. Sahan,Vyuptakesh: International Business,2006,Pearson Education.
4. Awathappa, K.:International Business,2006, Tata McGraw-Hill.
5. Velasquez,M.G.:Business Ethics- Concepts and Cases,ed. Vi ,2007, Pearson Education.

MBA (IB) 102: Financial and Management Accounting for Managers

Course objective-

To familiarize students with basics of financial, cost, and management accounting.
To equip them techniques of Business Decisions based on accounting Information.
To use financial data in decision Making.

Unit I: Introduction-

Meaning, nature, scope, uses of accountancy, concepts and conventions, Accounting equation and types of accounts, rules of recording business transactions. Accounting standards and role of A.I.C.P.A.

Unit II: Preparation of Accounts and Records-

Journal, ledger, trial balance, Income statements, manufacturing account, Trading Account , profit loss account , balance sheet, profit and loss with adjustment. (Final Account) cash, Book, Reconciliation statement, Depreciation,

Company account – Issue of share and debenture , forfeiture share and debentures.

Unit III: Financial statement Analysis-

Ratio analysis its meaning and uses, Study of liquidity leverage and profitability Ratios, Fund flow and cash flow analysis (meaning use and need.)

Unit IV: Basics of costing-

Basic of costing; classification of cost, CVP/B.E.P. analysis its uses , limitations and its managerial use, marginal costing, Budget and budgetary control-Flexible, cash, master Budgets and its uses for managers, zero base budgeting its analysis and importance.

Unit V: Standard Costing and Other Accountings-

Meaning and uses of standard costing, procedure of setting standard one way or two way, variance analysis- material, labour its uses and significance, responsibility accounting, social accounting and Human Resource. Accounting.

Suggested Readings-

1. Dearden Jand Bhattacharya S.K., Accounting For Management-Tax and cases, Vikas publishing Pvt.Ltd. New Delhi.
2. Maheswari S.N., S. Chand Publishing House
3. Ravi M. Kishor – Tax man Publication Delhi. Cost and Management Accounting.

MBA (IB) 103: International Business Environment

Course Objective-

To provide an in-depth understanding of various facets/elements of the international business environment.

To equip with the tools and perspectives to analyse the effect of the various elements of business environment on internal organisation of business.

To enable the learners to draw implication of cross-cultural, political and ethical issues on global business.

Unit I: MNEs and International Business Environment-

Nature of business environment; components of international business environment; MNEs and internationalization; environmental scanning for international business; forces of globalization and modes of entry.

Unit II: International Economic Environment-

The components and characteristics of international economic environment; the transnational economy; trading environment of international business- an overview; WTO ; regional trading arrangements; the changing world economy and its impact on international business.

Unit III: The regulatory and legal Environment-

The regulatory and legal environment of business; basic principle of international law for business; areas of legal environment of particular concern to MNEs

Unit IV: Political Risk and Cross-Cultural Environment of Business-

Analysis and management of political risk ; country risk analysis; the cultural environment of international business; cross cultural challenges and complications; culture shock and international business.

Unit V: Ethical Issues in international Business-

The ethical and social responsibility of international business; bribery and corruption; competitive strategy and international business environment ; an overview of India's business environment.

Suggested Reading-

1. Anant/ K. Sundaram & J.Stewart Black, the international Business Environment Prentic Hall of India, New Delhi. 1996
2. Daneils, John D. and Lee H. Radebaugh International Business: Environment and Operations, 11th edition, Person Education , New Delhi, 2007
3. Cherunilam, Francis, International Business Environment, 3rd edition, Himalya Publishing, 2007
4. Hudgell and Luthans International Management, McGraw-Hill.
5. Monir H. Tayeb The Global Business Environment, New Delhi, Sage Publications.

MBA (IB) 104: International Business Information System

Course Objective-

Concepts of system to an organization
Kind of information system at different levels in an organization
Tools and methodology for building information system
Information system in international context

Unit I: Introduction to Information System-

What is Information System: Why Information System; Business perspectives to information system; Contemporary approaches to information system

Unit II: Types of Information System and Database-

Transaction processing system; Management Information System, Executive support system; expert system; introduction to database concepts and database, RDBMS, Data ware-house, data mining & techniques

Unit III: Information System, Org. Mgt and Strategy-

Changing Role of Information System in organisation, Information technology infrastructure & services, Impact of information system on organisations, Role of managers in org decision making and implications for design of information system, information system and business strategy, strategic information system- business level strategy & value chain model

Unit IV: Building Information System-

Tools for building information system, Introduction; data flow diagram; traditional flowcharts; structured charts different approaches to building information system

Unit V: International information system & Emerging Issues-

Developing and International Information system Architecture, Managing Global systems, Technology Issues and opportunities for the global value chain. Emerging Issues.

Suggested Reading-

1. Kanter, J. Management Information System (2003)
2. Kanter, J. Management Oriented Information system . (2003)
3. Gordon, D. Olson B. & Margrethe. H. Management Information system, (2003)
4. Laudon & Laudon, Management Information system.(2003)
5. Dickson et al. The Management of Information system. (2003)

MBA (IB) 105: COMPUTER APPLICATION IN BUSINESS

Course Objective-

To develop an appreciation of different software and hardware systems & their use in effective design & implementation of MIS

Unit I:

Computer Systems- An Introduction, Characteristics of computer, elements of Computer System, Input, Output and storage devices. Processing and CPUs , Classification of computer, Concepts of Networking and Data Communication.

Unit II:

Types of Software, Computer Languages , Translators, Operating system- Basics, function and types, Concepts of CUI & GUI, MS-Windows as GUI operating system, parts of Windows, Text processing software-creating , formatting and processing of text. Spreadsheet software- creating and using spreadsheets . Formulas, Functions and Graphics. Presentation programmes- Creating, Formatting and Presenting, Concepts of Database and Database Management System.

Unit III:

Definition of Data/Information/Systems, Types of System, System Stakeholders, Components of Information System , Evolution of Information Systems, Classification of Information Systems, Flow charts, Algorithm, Decision tables, Decision Tree, DFS and ERD with examples, Selected Case Studies.

Unit IV:

Introduction , Meaning and role of MIS, Definition of MIS, System, Development life Cycle, E-Commerce, Introduction to mobile commerce, electronic payments, EDI, Business Function Information System, Selected case Studies.

Suggested Reading-

1. Balaguruswamy, Introduction to Computers
2. B.Ram, Computer Fundamental
3. Ron Mansfield, Working in Microsoft Office
4. Greg Perry, Teach yourself Office 97
5. Brein James, O, Computers in Business Management: An Introduction
6. Bentley Trevoi, Management Information systems and Data Process

MBA(IB) 106 : Quantitative Methods

Course Objective-

Learn the basics of the quantitative approach to management.

Develop their analytical ability to analyze managerial problems.

Learn to solve Decision problems using quantitative and statistical techniques.

Unit I: Mathematical Analysis-

An overview of the quantitative approach and its applications; Mathematical functions and their applications; concepts and applications of derivatives; concepts and applications of integrals.

Unit II: Linear Programming-

Terminology; Properties and assumptions; Formulation of LP problems; Graphical Method; simplex method; Elementary transportation problems; Elementary assignment problems.

Unit III: Network Analysis-

Introduction; Network analysis; CPM applications; crashing of networks; PERT applications.

Unit IV: Managerial Statistics-

Fundamentals; Concepts and applications of Probability; distributions and applications; Regression and correlation analysis.

Unit IV: Operations Research Techniques (Miscellaneous)-

Decision theory; Queuing theory; Game theory; Simulation.

Suggested Reading-

1. Levin, R.I. and Rubin, D.S., statistics for Management, ed. Vii, 1998, Pearson Education
2. Mizrahi, A. and Sullivan, M., Mathematics for Business and Social Sciences-An Applied Approach, John Wiley & Sons.
3. Tulsian, P.C. and Pandey, V., Quantitative Techniques- Theory and Problems, First impression, 2006, Dorling Kindersley (India) Pvt. Ltd. (Pearson Education).
4. Vohra, N.D., Quantitative Techniques in Management, ed. Ii, 2001, Tata McGraw-Hill.

Useful websites and software-

www.netmba.com; www.rotman.utoronto.ca; www.business.clayton.edu

the Management Scientist; QM for Windows; Excel QM.

Semester II-
MBA (IB) 201: Marketing Management

Course Objective-

To familiarize with the basic concepts, and techniques of marketing management

To understand the behaviour of consumers.

To create awareness of marketing mix elements.

To analyse and solve marketing problems in the complex and fast changing business environment.

Unit I: Marketing Basics-

Marketing and its core concepts; marketing management and its tasks; different philosophies of marketing management; marketing micro environment; marketing macro environment.

Unit II: Major Marketing /concepts and Consumer Behaviour-

Concepts and components of marketing mix; target marketing; market segmentation and positioning; market targeting; consumer buying behaviour; consumer buying decision process.

Unit III: Managing Products-

Basic concepts of a product; product mix and product line decisions; branding decisions; new product development process; innovation diffusion process.

Unit IV: PLC and Pricing-

Product life cycle strategies; meaning and significance of price; factors influencing pricing; general pricing approaches; pricing practices and strategies.

Unit V: Distribution and communication-

Marketing channels and its functions; designing marketing channel; concepts and elements of promotion mix; basics so international marketing; basics of marketing information system.

Suggested Reading-

1. Kotler, P: marketing Management, Analysis, Planning and control, 2007, Prentice Hall of India, New Delhi.
2. Gandhi, J.C.: Marketing: A Manageral Introduction, 2000, Tata McGraw Hill
3. Kotler, P.: Principles of Marketing, ed. Ix, Prentice Hall of India, New Delhi.
4. Stanton, Etzel &Walken: Fundamentals of Marketing, ed. X, McGraw Hill.
5. Jha & Singh: Marketing Management in Indian Parspective.

MBA (IB) 202 : Business Ethics, Law & Environment

Course Objective-

To provide a general introduction to the legal environment that affects individuals, business and business transactions.

To gauge the impact of individual and corporate decisions on human life, society, and the environment.

To examine the ethical climate in which managers have to function and thus build a framework for resolving ethical dilemmas & Apply scientific and ethical theory to practical environmental problems.

Unit I: Law of Contract I, II and other Laws-

Introduction to law, Meaning and Essentials of a Contract, offer and Acceptance, Consideration , Capacity of Contract, Void Agreements, Contain Contracts. Performance of a Contract, Discharge of a Contract, Remedies for Breach of Contract, Contracts of Indemnity and Guarantee, Sale of Goods act, others special Contracts. Consumer Protection Act, Competition Act, Elements of Company law, Intellectual Property Rights.

Unit II: Business Ethics (An overview) and Ethical Dimension of Business-

Ethics and Values in Business, Professional and Applied Ethics. Corporate Governance and Business Culture, Corporate Social Responsiveness, Emerging Issues.

Unit III: Introduction to Environment-

Self, Society, and Environment , Preservation vs, Conservation, Fundamental Causes of Environmental Problems, Opposing Values and Viewpoints on the Environment, Literature and Environment.

Unit IV: Environmental Ethics-

Basic Facts and Environmental Ethics, Values, Science, and Environmental Ethics, Understanding Normative and Non-Normative Ethics, Utopian Dream and Ecological Politics- Toward a Pragmatic and Visionary Environmental Ethics.

Unit V: Environmental Management-

Introduction to Public policy, Environment Policy/Politics, International Environmental law, International Environmental Politics.

Suggested Reading-

1. Boatright, J.R.: Ethics and the Conduct of Business , ed. Vi, 2006 , Pearson Education.
2. Kuchhal, M.C.: Business Law, ed. Vi, 2005 Vikas Publishing.
3. Velasquez, M.G. : Business Ethics- Concepts and Cases , ed, vi, 2007, Pearson Education.
4. William Dudley: The Environment: Opposing Viewpoints, Opposing Viewpoints Series, Green haven Press, 2001.
5. David Schmidtz and Elizabeth Willott; Environmental Ethics: what Really Matters, What Really Works. New York: Oxford University Press 2002.
6. Susan Armstrong and Richard Botzler: Environmental Ethics: Divergence and Convergence (II edition).

MBA (IB) 203: International Business law & Taxation

Course Objective-

To study the overview of the international tax an legal environment and the impact of international law and taxation on international business

To study the issues related to international arbitration, international contracts, agreements and institutions.

To study the issues related to the need and the procedure related to the transfer of technology.

To study the issues related to the need for and the efforts towards harmonization of accounting and taxation practices among nations

The course also provides an insight into intellectual property rights , their protection and the obligation for nations to conform their national laws to international agreements.

Unit I: Introduction to Law and the Legal Environment of Business-

Introduction to Law, Growth and Development of International Business Law, principles of International Business Law, Types of Law and major legal systems, Global legal Environment and Major concerns of Multinationals.

Unit II: International Contracts-

Essential of a Contract, Agreements, Discharge & Breach of Contract, International Contract Formation, Obligations of Exporters and Importers and Remedies for Breach of Contract, Warrantee & Guarantee, Surprise and Frustration in International Contracts.

Unit III: International Transactions and Dispute Settlement-

INCOTERMS 2000- Obligations for exporters and Importers, Cross Border liability, letters of Credit, International Anti-Trust Considerations, Dispute Settlement procedure and International arbitration.

Unit IV: International Accounting and Taxation , and Transfer of Technology-

International Accounting and Taxation Practices, Technology Transfer and Corporate Strategy, International Licensing Agreements, WTO and Regional Trading Arrangements.

Unit V: Infringement and Enforcement of Intellectual Property Rights-

Intellectual Property Rights, World Intellectual Property Organisation , TRIPs Agreement, IPR piracy infringement, Enforcement of IPRs , Cyber Laws and Virtual Piracy.

Suggested Reading-

1. Gulshan & Kapoor: Business Law, 5th Edition.
2. Carolyn Hotchkiss: International Business Law, 1994
3. Sundaram, Anant K. & J. Stewart Black: International Business Environment PHI, 2000.
4. Pathak, Akhileshwar: Legal Aspects of Business , Tata McGraw. Hill,2005 .
5. Kumar, Krisna: Cyber Laws, Dominant Publishers & Distributors, 2001.

MBA (IB) 204: Export Import Procedure and Documentation

Course Objective-

To familiarize with India's trade policy, infrastructure & incentives from managerial point of view

To acquaint with the export and import procedures.

To help understand the EXIM documentation.

To create awareness about promotional institutions for export and import.

Unit I: Trade Policy and Infrastructure-

India's Foreign Trade Policy and Infrastructure India's foreign trade: trade policy of India; state trading: project and consultancy export; infrastructure for exports.

Unit II: Export Assistance and Institutions-

Export Assistance in India Pre-shipment and post-shipment loans: EXIM and ECGC Schemes; import provisions and schemes; export incentive schemes; schemes for 100% EQU/EPZ/ETZ.

Unit III: Export Import Procedures-

Export Procedure status of option and regulation; price quotation and terms of payment; packing and marketing; quality control and inspection; central excise clearance; marine insurance; custom clearance and shipment; negotiation of documents.

Unit IV: Export Documentation-

Export Documentation Pre-shipment documents; shipment and role of C&FA; bill of lading; foreign exchange regulations; claim for benefits.

Unit V: Import Documentation-

Import Procedure and Documentation, Import kind and Regulations; Locating and negotiating with suppliers; clearing and agents in import; second warehouses; Indian customs and import duties; resale or transfer of imported goods.

Suggested Reading-

1. New Import Export policy & Procedure, Nabhi Kumar Jain. 2007
2. Exporters Manual & Documentation , Nab Kumar Jain,2007.
3. How to Expport, Nabhi Kumar Jain , 2007.
4. How to Import, Nabhi Kumar Jain , 2007.
5. Exporters Manual , Paras Ram, 2007.

MBA (IB) 205: Organisational Behaviour

Course Objective-

Providing the students a conceptual framework of understanding, analyzing, and predicting behaviour Helping them to understand OB in a global scenario Familiarizing about the challenges and opportunity for OB Helping the students to gain an understanding of dynamics of complex work situations.

Unit I: Foundations of Organisational Behaviour-

The nature and functions of an organisation; meaning and systematic study of O.B; contribution of behavioural sciences to O. B.; developing contingency model of O.B; OB in a global perspective; Challenges and opportunities in OB

Unit II: Individual Dimensions in Organisational Behaviour-

Nature of human behaviour; Personality; meaning; theories and determinants; Values, attitudes and job satisfaction; Perception process

Unit III: Foundations of Learning and Motivation-

Learning process; theories of learning; content theories of motivation (brief discussion); process theories of motivation; Reinforcement and motivation; An integrative model of motivation; Motivational techniques for Indian managers.

Unit IV: Group and Interpersonal Dimensions-

Formation, classification, stages and group dynamics; Group decision making; teams and team work; transactional analysis; conflict management .

Unit V: Organisational Dimensions-

Leadership, Organisational culture; Work stress; Organisational change; Organisational development.

Suggested Reading-

1. Robins, S.P. and Sanghi, S.: Organisational Behaviour, ed. Xi, Pearson-Education, New Delhi.
2. Sakaran, U., Organisational Behaviour, TMH, N. Delhi.
3. Newstrom J W and K Davis: Organisational Behaviour: Human Behaviour at Work, ed. V., NewDelhi: Tata McGraw.
4. F. Luthans: Organisational Behaviour, ed. Vii, PHI, New Delhi.
5. L.M. Prasad: Organisation Theory and Behaviour, HPH, New Delhi.
6. Mullins L. J.: Management and Organisational Behaviour, Pearson-Education, New Delhi.

MBA (IB) 206: Business communication

Course Objective-

Understand nuances of interpersonal and organisational communication. Gain clarity about that themselves and their career goals so that they may excel in forms of communication used in employment screening. Learn key elements of verbal and non verbal communication important for them in their professional life. Appraise various forms of organisational communication they are likely to encounter in their work life.

Unit I: Communication Process-

Communication Process, types of communication, Interpersonal and organisational communication, communication Barriers.

Unit II: Gaining Self Awareness-

Gaining self Awareness: Johari's Windows, Developing Career plan, How to write a Job Application letter, Resume writing

Unit III: Elements of Oral communication-

Elements of public Speaking, Group discussions: concepts, Effective Business Presentation, Types of Job Interviews, How to prepare for Interview.

Unit IV: Non-verbal communication and Body Language-

Non-verbal communication and Body Language, Listening skills

Unit V: Written communication-

Effective Report writing, Business letters Memo and Notice writing, writing an Email: Electronic communication.

Suggested Reading-

1. Lesikar, R.V. & J.D. Petit, Jr. Basic Business Communication: Theory and application, Homewood 3, eight edition, Richard D. Irwin.
2. Meenakshi, Prakash, Business communication, 2007, Oxford Publication House
3. Monippally, M. Business communication strategies 2001, Tata McGraw Hill
4. Lewis, Hedwig, Body Language: A Guide for professional, second edition Response Books.

MBA (IB) 207: VIVA-VOCE (Subject Based)

MBA (IB) 301: Foreign Trade and International Marketing

Course Objective-

To familiarize the student with the theories and policies of foreign trade.

To help the students in identifying the best among the modes of foreign market entry.

To acquaint the students with the intricacies associated with international marketing, particularly with respect to cross-cultural variations among market.

To involve the students in issues related to marketing mix elements from a global context.

Unit I: Theories of International Trade-

Mercantilism, Absolute advantage; comparative cost advantage; Factor-Proportions, IPLC theory, New trade theory, theory of competitive advantage, Monopolistic competition Model, External; Economies of Scale.

Unit II: Term of Trade and Trade Policy-

Terms of trade defined; concepts of terms of trade; free trade versus protection; tariffs and quantitative restrictions and their impact.

Unit III: Foreign Exchange and Adjustment Mechanism-

The market for foreign exchange; spot and forward markets; fixed and flexible exchange rates; balance of payments and adjustment.

Unit IV: International Marketing and Product Decisions-

International marketing defined; foreign market identification; methods of entry; international marketing research; product decisions; branding; packaging and labeling; warranty and service.

Unit V: Pricing, Promotion and Distribution Decisions-

Pricing strategies; international promotion; advertising; distribution channels; international marketing of services; Future of international marketing.

Suggested Reading-

1. Cherunilam, Francis: International Economics, Tata McGraw-Hill, 4th Edition, 2007.
2. Krugman, & Obstfeld: International Economics, Pearson Education, 2007.
3. Terpstra & Sarathi: International Marketing, Harcourt Asia, 8th Edition
4. Caterora & Graham: International Marketing, Pearson Education.
5. Keegan, Warren J.: Global marketing Management, Pearson Education, 2007.

MBA (IB) 302: Global Strategic Management

Course Objective-

To develop analytical skills for enabling strategic thinking.

To enable strategic decision making with the application of theory and other methods.

To develop and understanding of strategy formulation in global context.

Unit I: Introductory Aspects of International strategic Management-

Introduction & vocabulary of strategy, Global strategy: Myth or Reality; Concept of strategy; levels at which strategy operates; The Strategic Management Process, Five Tasks of strategic Management, levels of strategy; Corporate, SBU and Functional level strategy. Defining the Business , Formulating a vision and mission statement.

Unit II: Corporate Governance-

Corporate governance and role of Board of Directors, Business Ethics, approaches to ethical decision making, Corporate Social responsibility, Approaches to socially responsible behaviour.

Unit III: Environmental Analysis and International Strategy Formulation-

Environmental scanning , Macro- environmental analyses, PEST Analyses , Industry ; Growth Rate, Market Size, Porter's Five Force Model. Internal analyses; VRIO Framework, Value chain analyses, Core competencies and capabilities. Types of Organisational Strategies, Corporate Level Strategy; Directional strategy, Portfolio Strategy, - Parenting strategy. Business Level strategy; Cost Leadership Strategy, Differentiation strategy, Focus strategy.

Unit IV: Functional Strategy Formulation-

Technology strategies; International human resources strategies; and International financial strategies.

Unit V: Implementing and Controlling Multinational Strategies-

Organizing for a successful strategy, staffing and Directing for strategy Success, Evaluation and control.

Suggested Reading-

1. Davidson, W.H. Global Strategic Management New York: John Wiley & Sons.
2. Kazmi, A. Business Policy, Tata McGraw Hill, New Delhi, 1992.
3. Garland J & R.N: former International Dimensions of Business policy and strategy Boston Mass:Kent Publishing.
4. Porter , M.E. the competitive Advantage of nations New York: The Free Press.
5. Srivastava, R.M. International strategic Management Bombay: Himalaya Publishing house.

MBA (IB) 303: Corporate strategy and WTO

Course Objective-

To understand the role of WTO in administering and implementing the multilateral trade agreements and acting as forum for multilateral trade negotiation, resolving trade disputes, and assessing national trade policies etc.

To understand the role of WTO, in influencing the global economic scene.

To understand the role of WTO in shaping new world order and its influence on international trade with respect to corporate.

To study the challenges posed by increased liberalization, and the opportunities opened up for developing nations.

To analyse the impact of trade agreement and to devise strategies in order to benefit from the opportunities that open up in the new world trading system.

Unit I: GATT & World Organisation-

Evolution of GATT, Principle of GATT, Multilateral Trade Agreements, The structure of the organisation, Dispute Settlement Mechanism, Trade policy Review Mechanism.

Unit II: Regional Trading Arrangement-

WTO and Regional Trading Arrangements (RTAs) Types of RTAs Impact of RTAs, Major RTAs, India and its efforts at forming RTAs.

Unit III: WTO Agreements and their Impact-

Major Agreements under the Uruguay Round, Impact on Agricultural and Agro based industries, Textile and Clothing, Pharmaceutical industry, and Services.

Unit IV: WTO Challenges and Opportunities-

Major Challenges for the WTO, Opportunities and challenges for India in response to the WTO Agreements, Competitive Strategies for the corporate in response to the new world trading system.

Unit V: Recent Developments & Emerging Issues-

WTO and developing nations; India's preparedness in Agriculture, Textile and clothing, Pharmaceutical industry, and Services; Recent development and emerging issues.

Suggest Reading-

1. Rao, M.B. ; WTO and International Trade, Vikas Publishing House Pvt. Ltd, New Delhi, Second Edition 2006.
2. Goyal, Arun; WTO in the New Millennium, Academy of Business Studies, New Delhi, 2000.
3. Gopalsamy, N; GATT/WTO Trips, Trims and Trade in Services, Wheeler Publishing.
4. Kumar, Ratnesh; WTO Structure, Functions, Tasks, Challenges, Delhi Publications.

MBA (IB) 304: E- Business

Course Objective-

To increase awareness and skills in understanding and managing issues related to technology and organisation.

To examine how an e business e organisation differs form a conventional organisation.

To examine issues faced by e Business industry and the role of information professional's

To look at the emerging trends and technologies defining the rules of business in the developing information economy.

Unit I: Overview-

Internet and World wide web (WWW), Electronic Commerce and Electronic Business , Virtual Value Chain.

Unit II: e- Business Models-

Models is based on relationship of transaction parties, Models base on relationship of transaction types.

Unit III: e- Strategy and Enabling Technologies-

Internet Architecture, Intranets and Extranets, Building e Presence, Web site usability.

Unit IV: Applications of e- Commerce-

Internet Marketing , e Payment , e CRM, e SCM, Mobile Commerce , Other Service.

Unit V: Contemporary Issues-

e Security, cyber Laws, Ethical Issues , Future of e business

Suggested Reading-

1. Awad, E.M. , electronic Commerce: From Vision to fulfillment, 3rd Edition, 2007.
2. Diwan, P. and sharma, S, E-commerce-A Manager's Guide to e- Business , 1st Edition, 2007 ,Excel Books.
3. ITL Education Solutions Ltd., Introduction to Information Technology, 5th Edition, 2008 , Person Education.
4. Joseph, P.T, E-Commerce-A Managerial Perspective, 2nd Edition, 2003. Prentice Hall of India.
5. Kalakota, R. and Whinston A.B. Frontiers of Electronic Commerce, 11th Edition, 2003, Pearson Education.

MBA (IB) 305: Entrepreneurship & Small Business Management

Course Objective-

To create understanding of the concept and process of entrepreneurship. Management of small business and other types of small scale enterprises.

To have an understanding of the major causes and remedial actions for SSI sickness

Unit I: Introduction-

Evolution and concept of Entrepreneurship, Entrepreneurial functions and tasks; characteristics of successful entrepreneurs; individual and corporate entrepreneurs; and different types of entrepreneurs.

Unit II: Entrepreneurship Infrastructure in India-

Scope of small business activities; place in national economy; institutional support programmes; role and functions of major support institutions such as SIB, CSIO, SSDO, SISIs, etc; entrepreneurship development programmes and management education for entrepreneurs, EDPs and Role of Women Entrepreneurs

Unit III: Framework for Small Business Management-

Concept, definition, and framework of small business, project Identification and Selection, Project Formulation, and Project appraisal, Financing of Enterprise, social benefits and governmental policies for small scale sector; benefits and incentives for small industry in India; registration and licensing; application for registration and organisational structure of a small business.

Unit IV: Institutional Support for small Business and Management of SSE-

Need, types and sources of finance; role of financial institutions and schemes for assisting small scale units. Government policy towards small business. Fundamentals of Management, working Capital Management, Inventory Management, Production and Operations Management, Marketing Management, HRM, TQM for small Scale Enterprises

Unit V: Special Issues and Problems-

Teething problems in setting small units; location, technology marketing, recoveries, labour, and planning, international business e-commerce, franchising etc; problem of sickness; modernization; mergers and takeovers; and future potential and need for small units.

Suggested Reading-

1. Baumbach C.M. & Mancuso, J.R., Entrepreneurship and Venture Management, Taraporevala, Bombay, 1981.
2. Khanka S.S., Entrepreneurial Development, S. Chand & Company, New Delhi, 2001.
3. Desai, V., Management of a small scale Industry, 3rd ed., Himalaya, Bombay, 1986.
4. Taub, R.P. & Taub D.L. Entrepreneurship in India's small scale Industries, Manohar, New Delhi 1989.
5. Tewari, V.K., Philip J. & Pandey, A.N., Small Industry Success and Failure Concept, New Delhi, 1981.

MBA (IB) 306: Advertising Management

Course Objective-

To understand the process of marketing communications.

To understand and integrate marketing communications theory and concepts with all elements of the promotional mix. To acquaint students with approaches and methods to develop, execute and evaluate advertising campaigns.

Application of advertising through the development and implementation of an advertising plan.

Unit I: Field of Advertising Management-

The field of advertising Management, advertising planning and decision-making. The types and classification of advertising; major institutions involved in advertising; role of advertising and marketing strategy. Organizing for Advertising and Promotion: Advertising and agency setup and agency compensation. The role and functions of an integrated advertising marketing communication programme. The tools of IMC.

Unit II: Advertising Budgeting and Research-

Model of advertising budgeting. Advertising goals and objectives. Approaches in setting advertising objectives. The communications process. Source, message and channel Factors. Perspectives and Researches on how advertising works.

Unit III: Creative strategy-

Creative strategy: Planning and Development , Creative Strategy Implementation and Evaluation

Unit IV: Media Planning and Strategy-

Evaluation of Broadcast Media, evaluation of Print Media, Support Media, the Internet and Interactive Media. Media plan development; market analysis for developing media plan. Developing and implementing media strategies.

Unit V: Evaluating Advertising Effectiveness-

Measuring the Effectiveness of the advertising Programme, International Advertising, Regulation of Advertising, Public Relations, Publicity and Corporate Advertising.

Suggested Reading-

1. Aaker, David & Myers, John: Advertising Management, Prentice Hall,2003.
2. Belch, G. and Belch, M: Advertising and Promotion: An Integrated Marketing communications Perspective, 6/e, Mc-Graw Hill,2003.
3. Cialdini, Robert B: Influence: the Psychology of Persuasion, 1993.
4. Ogilvy, David: Confessions of an Advertising man, Atheneum: New York, 1963.
5. Ogilvy, David: Ogilvy on advertising, Random House Vintage Books: New York, 1983.
6. Rothenberg, Randall: Where suckers Moon: the life and Death of an advertising Campaign, Random House Vintage Books, New York,(1995).

MBA (IB)401: Research Methodology

Course Objective-

To provide students an insight into various sources of business research data and examine processes for collecting data and analyzing the same.

To learn how to prepare and present marketing research reports.

To develop skills to evaluate the changing nature of business research and assess the contribution of these changes to actionable business research.

Unit I : Business Research : An Introduction-

Introduction to Basic concepts; Stages in the research Process ; Problem Definition , Research Objectives, Types of Research, Significance of Business Research in Managerial Decision Making; Business Research in Practice.

Unit II: Research Designs & Data Collection Techniques-

Classification of Research Designs; Exploratory, Descriptive and Conclusive Research Designs; Causal Research; Secondary Data –Nature, Sources and advantages, Primary Data-Name, Types Means & Issues in Obtaining Primary Data.

Unit III: Measurement, Attitude Scales and Questionnaire Design-

Concept of Measurement , Scales of Measurement- Their Types & properties; Measurement of Attitudes & Scaling procedures; Questionnaire Design and Testing.

Unit IV: Sampling, Hypothesis Testing and Data Preparation-

Sampling Theory , Design and Issues, Central Limit Theorem; Hypothesis Testing-Concept & Procedures, Data Preparation Process.

Unit V: Statistical Analysis using SPSS & reporting of Research Findings-

Introduction to SPSS; Analyzing data using SPSS- T-Test, ANOVA, Correlation & Factor Analysis, Interpretation of results, Reporting Research Findings

Suggested Reading-

1. Naresh Malhotra, Marketing Research; An Applied Orientation. Pearson/ Prentice Hall.
2. Boyd, Westfall and Stasch, Marketing Research; test and cases, Richard D. Irwin Homewood, Illinois.
3. Churchill G.A. Marketing Research; Methodological Foundations, Dryden Press, New York.
4. Majumdar, R, Marketing Research; Text, Applications and Case Studies Wiley Eastern Ltd. New Delhi.
5. Tull D.S., Hawkins, D.I., Marketing Research ; Measurement and Methods, Macmillan , New york.

MBA (IB) 402: Project/ Dissertation