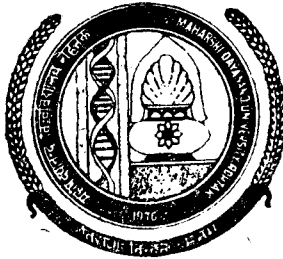


Maharshi Dayanand University Rohtak



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Syllabus and Courses of Reading for

1—Two Years MBA Course (1st & 2nd Semester)

2—Three Years MBA Course (1st & 2nd Semester)

3—Five Years MBA Course (7th & 8th Semester)

Examination

Session—1998-99

Available from :

Deputy Registrar (Publication)

Maharshi Dayanand University

Rohtak-124 001 (Haryana)

Price :

At the Counter : Rs. 50/-

By Regd. Parcel : Rs. 75/-

By Ordinary Post : Rs. 60/-

SCHEME OF EXAMINATIONS AND SYLLABI OF TWO YEARS FULL TIME MBA PROGRAMME

The two years full time Master's Programme in Business Administration will be of two years duration comprising of four Semesters.

The First-Year shall be known as Part-I of the Programme and it will have 1st Semester and IInd Semester. Likewise the Second Year shall be known as Part-II of the Programme consisting of 3rd Semester and IVth Semester.

The Scheme and Syllabi of Part-I Examination of Two Years Full Time MBA Programme shall be as follows :-

Part-I (Ist Semester)

Course No.	Nomenclature of Paper(s)	No. of Credits	Ext. Marks	Int. Marks	Duration of Exam.
mba 201	Management Functions & Behaviour	3	75	25	3 Hours
mba 202	Quantitative Analysis for Managerial Applications	3	75	25	3 Hours
mba 203	Managerial Economics	3	75	25	3 Hours
mba 204	Accounting for Managers	3	75	25	3 Hours
mba 205	Computers in Management	3	75	25	3 Hours
mba 206	Managerial Communication	3	75	25	3 Hours
mba 207	Managing Men	3	75	25	3 Hours
mba 208	Business Ethics & Values	3	75	25	3 Hours

IInd Semester

mba 209	Economic, Social & Legal Environments	3	75	25	3 Hours
mba 210	Management of Information Systems	3	75	25	3 Hours

IVth Semester

The Two-Year full time MBA Part-II: (IVth Semester) in addition to Four Compulsory Courses, shall include Elective Courses offered by the Institute during this Semester from which a student shall have to choose Four Courses.

Compulsory Courses (Four)

mba 219	Implementing Strategy	3	75	25	3 Hours
mba 220	International Business Environment	3	75	25	3 Hours
mba 221	Project Study Report	3	75	25	3 Hours
mba 222	Comprehensive Viva-Voce	3	--100-	(To be evaluated as per the provisions of the ordinance)	

Elective Courses (Four)

Elective Courses	3	75	25	3 Hours
Elective Courses	3	75	25	3 Hours
Elective Courses	3	75	25	3 Hours
Elective Courses	3	75	25	3 Hours

List of Electives**Accounting & Finance Area**

Course No.	Nomenclature of Paper(s)	No. of Credits	Ext. Marks	Int. Marks	Duration of Exam.
mba 2001	Contemporary Accounting	3	75	25	3 Hours
mba 2002	Cost Administration	3	75	25	3 Hours
mba 2003	Taxation Law	3	75	25	3 Hours
mba 2004	Excise & Custom Duties	3	75	25	3 Hours
mba 2005	Working Capital Management	3	75	25	3 Hours
mba 2006	Capital Investment & Financing Decisions	3	75	25	3 Hours

mba 2007	Management Control System	3	75	25	3 Hours
mba 2008	Security Analysis and Portfolio Management	3	75	25	3 Hours
mba 2009	International Financial Management	3	75	25	3 Hours
mba 2010	Management of Financial Institutions	3	75	25	3 Hours
mba 2011	Management of Projects	3	75	25	3 Hours
mba 2012	Corporate Tax & Management	3	75	25	3 Hours
mba 2013	Merchant Banking and Financial Services	3	75	25	3 Hours
mba 2014	Stock Market Operations in India	3	75	25	3 Hours
mba 2015	International Accounting	3	75	25	3 Hours

Marketing Area

mba 2201	Consumer Behaviour	3	75	25	3 Hours
mba 2202	Sales & Distribution Management	3	75	25	3 Hours
mba 2203	Advertising Management	3	75	25	3 Hours
mba 2204	International Marketing	3	75	25	3 Hours
mba 2205	Marketing of Services	3	75	25	3 Hours
mba 2206	Marketing Research	3	75	25	3 Hours
mba 2207	Competitive Marketing	3	75	25	3 Hours
mba 2208	Sales Force Management	3	75	25	3 Hours
mba 2209	Sales Promotion Management	3	75	25	3 Hours
mba 2210	Industrial Marketing	3	75	25	3 Hours
mba 2211	Marketing for Non-profit organizations	3	75	25	3 Hours
mba 2212	Management of Public Distribution System	3	75	25	3 Hours

Organizational Behaviour and Human Resource Management Area

mba 2301	Social Processes and Behavioural Issue	3	75	25	3 Hours
mba 2302	Human Resource Development : Strategies, Design & Experience	3	75	25	3 Hours
mba 2303	Human Resource Planning	3	75	25	3 Hours
mba 2304	Management of Industrial Relations	3	75	25	3 Hours
mba 2305	Comparative Industrial Relations	3	75	25	3 Hours
mba 2306	Organizational Change and Intervention Strategies	3	75	25	3 Hours
mba 2307	Compensation Management	3	75	25	3 Hours
mba 2308	Factories Act	3	75	25	3 Hours
mba 2309	Management of Training, Process and Techniques	3	75	25	3 Hours
mba 2310	Counselling Skills for Managers	3	75	25	3 Hours
mba 2311	Managing Across Cultures	3	75	25	3 Hours
mba 2312	Industrial Disputes and Domestic Enquiries	3	75	25	3 Hours
mba 2313	Labour Administration	3	75	25	3 Hours
mba 2314	Manpower Development for Technological Change	3	75	25	3 Hours

Manufacturing and Materials Management Area

mba 2401	Operations Research	3	75	25	3 Hours
mba 2402	Production Planning & Control	3	75	25	3 Hours
mba 2403	Materials Management	3	75	25	3 Hours
mba 2404	Quality, Reliability and Maintainability Management	3	75	25	3 Hours

mba 2405	Statistical Theory	Decision	3	75	25	3 Hours
mba 2406	Transportation Management		3	75	25	3 Hours
mba 2407	Goal Programming and Management		3	75	25	3 Hours
mba 2408	System Analysis & Design		3	75	25	3 Hours
mba 2409	Technology Management		3	75	25	3 Hours
mba 2410	Management of Obsolescence of Stores and Spares		3	75	25	3 Hours

Information Technology and System Management Area

mba 2501	Applied Information Technology		3	75	25	3 Hours
mba 2502	Software Development		3	75	25	3 Hours
mba 2503	Data Base Management		3	75	25	3 Hours
mba 2504	Strategic Information System		3	75	25	3 Hours
mba 2505	Computer Networking and Distributed Systems		3	75	25	3 Hours
mba 2506	Artificial Intelligence		3	75	25	3 Hours
mba 2507	IT in Strategic Management		3	75	25	3 Hours
mba 2508	IT in Finance & Control		3	75	25	3 Hours
mba 2509	IT in Marketing		3	75	25	3 Hours
mba 2510	IT in Operations Management		3	75	25	3 Hours
mba 2511	IT in HR Management		3	75	25	3 Hours

General Management, Small Business and Entrepreneurship Development Area

mba 2601	Govt. Interference	Business	3	75	25	3 Hours
mba 2602	Entrepreneurial Development and New Enterprises Management		3	75	25	3 Hours
mba 2603	Management Development		3	75	25	3 Hours

mba 2604	Total Management	Quality	3	75	25	3 Hours
mba 2605	Organizational Effectiveness & Change		3	75	25	3 Hours
mba 2606	Competitive Strategy		3	75	25	3 Hours
mba 2607	Public Enterprise Management		3	75	25	3 Hours
mba 2608	Technology Management		3	75	25	3 Hours
mba 2609	Quality, Planning & Analysis-I		3	75	25	3 Hours
mba 2610	Quality, Planning & Analysis-II		3	75	25	3 Hours
mba 2611	Negotiation Skills		3	75	25	3 Hours
mba 2612	Small Business Environment and Management		3	75	25	3 Hours

Note :- Process of Internal Assessment

The Internal Assessment shall be strictly based as per the details given hereunder :-

- a) Ten marks shall be assigned for the Internal Test to be conducted by the teacher concerned. For the purpose Two surprise tests shall be conducted in each Course by the concerned teacher(s) carrying 5 Marks each.
- b) Five Marks shall be assigned for the written Case Analysis.
- c) Five Marks shall be assigned for the Class participation. Seminar Presentation, Role playing or any other Home Assignment given by the teacher.
- d) Five Marks shall be assigned for the punctuality in attending the Class and his overall conduct in the Class Room and in the Institute in particular and M.D. University in general.

The entire record of the Internal Assessment shall be deposited by the concerned teachers in the office of the Institute within a weeks time from the date the concerned Seminar(s) come(s) to an end.

II Instructions to the External Examiners

- a) The External Examiner will set 8 Questions in all selecting not more than two Questions from each Unit.

- b) If a 'Case Study' is included in the Question Paper then it will carry marks equivalent to two Questions.
 - c) The candidates will be required to attempt 5 questions in all selecting atleast one Question from each Unit.
- III** From out of the different areas of specialization, the students shall be required to select their selective Courses from the areas of Specialization/list of Courses that may be offered by the Institute depending upon the availability of the necessary infrastructure and facilities for imparting instructions. In this regard a decision will be taken by the Director of institute in the meeting of the Committee of the Institute's Faculty which will be displayed on the Notice Board at the appropriate time or at the beginning of the different Semesters.

SCHEME OF EXAMINATION AND SYLLABI OF THREE YEAR PART TIME MBA PROGRAMME

Three Year Part-Time MBA Programme in Business Administration comprising of
Six Semesters.

1st Year : 1st Semester

Course No.	Nomenclature of Paper(s)	No. of Credits	Ext. Marks	Int. Marks	Duration of Exam.
ptmba 301	Management Functions & Behaviour	3	75	25	3 Hours
ptmba 302	Quantitative Analysis for Managerial Applications	3	75	25	3 Hours
ptmba 303	Managerial Economics	3	75	25	3 Hours
ptmba 304	Accounting for Managers	3	75	25	3 Hours

IIInd Semester

ptmba 305	Managing Men	3	75	25	3 Hours
ptmba 306	Management of Machines and Materials	3	75	25	3 Hours
ptmba 307	Marketing for Managers	3	75	25	3 Hours
ptmba 308	Finance for Managers	3	75	25	3 Hours

IIIrd Year

In the IIIrd Semester (i.e. 1st Semester of 2nd Year of the Programme) all the Papers are Compulsory. In the 2nd Semester of the 2nd Year i.e. IV Semester, in addition to the two Compulsory Papers the students will have to choose three papers of Specialization out of the list of elective papers :

IIIrd Semester

ptmba 309	Application of Research Methods in Management	3	75	25	3 Hours
ptmba 310	Management of Information Systems	3	75	25	3 Hours
ptmba 311	Management Science	3	75	25	3 Hours
ptmba 312	Business Ethics & Values	3	75	25	3 Hours

IVth Semester**Compulsory Papers**

ptmba 313	Business Policy and Strategic Analysis	3	75	25	3 Hours
ptmba 314	Economic, Social & Legal Environments	3	75	25	3 Hours

Elective Papers(3)

Elective Course	3	75	25	3 Hours
Elective Course	3	75	25	3 Hours
Elective Course	3	75	25	3 Hours

IIIrd Year**Vth Semester****Compulsory Papers**

ptmba 315	Implementing Strategy	3	75	25	3 Hours
ptmba 316	Computers in Management	3	75	25	3 Hours

Elective Papers (3)

Elective Course	3	75	25	3 Hours
Elective Course	3	75	25	3 Hours
Elective Course	3	75	25	3 Hours

VIth Semester**Compulsory Papers**

ptmba 317	Project Study	3	100	-	-
ptmba 318	Comprehensive Viva-Voce	-	100	-	-

(To be conducted as per Ordinance)

Elective Course(2)

Elective Course	3	75	25	3 Hours
Elective Course	3	75	25	3 Hours

Note : Elective Courses in various areas will be selected by the students from out of those which are offered by the institute.

List of Electives**Accounting and Finance Area**

Course No.	Nomenclature of Paper(s)	No. of Credits	Ext. Marks	Int. Marks	Duration of Exam.
ptmba 3001	Contemporary Accounting	3	75	25	3 Hours
ptmba 3002	Cost Administration	3	75	25	3 Hours
ptmba 3003	Taxation Law	3	75	25	3 Hours
ptmba 3004	Excise & Custom Duties	3	75	25	3 Hours
ptmba 3005	Working Capital Management	3	75	25	3 Hours
ptmba 3006	Capital Investment & Financing Decisions	3	75	25	3 Hours
ptmba 3007	Management Control System	3	75	25	3 Hours
ptmba 3008	Security Analysis and Portfolio Management	3	75	25	3 Hours
ptmba 3009	International Financial Management	3	75	25	3 Hours
ptmba 3010	Management of Financial Institutions	3	75	25	3 Hours
ptmba 3011	Management of Projects	3	75	25	3 Hours
ptmba 3012	Corporate Tax & Managements	3	75	25	3 Hours
ptmba 3013	Merchant Banking and Financial Services	3	75	25	3 Hours
ptmba 3014	Stock Market Operations in India	3	75	25	3 Hours
ptmba 3015	International Accounting	3	75	25	3 Hours

Marketing Area

ptmba 3201	Consumer Behaviour	3	75	25	3 Hours
ptmba 3202	Sales & Distribution Management	3	75	25	3 Hours
ptmba 3203	Advertising Management	3	75	25	3 Hours
ptmba 3204	International Marketing	3	75	25	3 Hours
ptmba 3205	Marketing of Services	3	75	25	3 Hours
ptmba 3206	Marketing Research	3	75	25	3 Hours
ptmba 3207	Competitive Marketing	3	75	25	3 Hours
ptmba 3208	Sales Force Management	3	75	25	3 Hours
ptmba 3209	Sales Promotion Management	3	75	25	3 Hours
ptmba 3210	Industrial Marketing	3	75	25	3 Hours
ptmba 3211	Marketing for Non-Profit Organizations	3	75	25	3 Hours
ptmba 3212	Management of Public Distribution System	3	75	25	3 Hours

Organizational Behaviour and Human Resource Management Area

ptmba 3301	Social Processes and Behavioural Issues	3	75	25	3 Hours
ptmba 3302	Human Resource Development : Strategies, Design & Experience	3	75	25	3 Hours

ptmba 3303	Human Resources Planning	3	75	25	3 Hours
ptmba 3304	Management of Industrial Innovations	3	75	25	3 Hours
ptmba 3305	Comparative Industrial Relations	3	75	25	3 Hours
ptmba 3306	Organizational Change and Intervention Strategies	3	75	25	3 Hours
ptmba 3307	Compensation Management	3	75	25	3 Hours
ptmba 3308	Factories Act	3	75	25	3 Hours
ptmba 3309	Management of Training, Process and Techniques	3	75	25	3 Hours
ptmba 3310	Counselling Skills for Managers	3	75	25	3 Hours
ptmba 3311	Managing Across Cultures	3	75	25	3 Hours
ptmba 3312	Industrial Disputes and Domestic Enquiries	3	75	25	3 Hours
ptmba 3313	Labour Administration	3	75	25	3 Hours
ptmba 3314	Manpower Development for Technological Change	3	75	25	3 Hours

Manufacturing and Materials Management Area

ptmba 3401	Operations Research	3	75	25	3 Hours
ptmba 3402	Production Planning & Control	3	75	25	3 Hours

ptmba 3403	Materials Management	3	75	25	3 Hours
ptmba 3404	Quality, Reliability and Maintainability Management	3	75	25	3 Hours
ptmba 3405	Statistical Decision Theory	3	75	25	3 Hours
ptmba 3406	Transportation Management				
ptmba 3407	Goal Programming and Management	3	75	25	3 Hours
ptmba 3408	System Analysis & Design	3	75	25	3 Hours
ptmba 3409	Technology Management	3	75	25	3 Hours
ptmba 3410	Management of Obsolescence of Stores and Spares	3	75	25	3 Hours
Information Technology and System Management Area					
ptmba 3501	Applied Information Technology	3	75	25	3 Hours
ptmba 3502	Software Development	3	75	25	3 Hours
ptmba 3503	Data Base Management	3	75	25	3 Hours
ptmba 3504	Strategic Information Systems	3	75	25	3 Hours
ptmba 3505	Computer Networking and Distributed Systems	3	75	25	3 Hours
ptmba 3506	Artificial Intelligence	3	75	25	3 Hours
ptmba 3507	IT in Strategic Management	3	75	25	3 Hours

ptmba 3508	IT in Finance & Control	3	75	25	3 Hours
ptmba 3509	IT in Marketing	3	75	25	3 Hours
ptmba 3510	IT in Operations Management	3	75	25	3 Hours
ptmba 3511	IT in HR Management	3	75	25	3 Hours

General Management, Small Business and Entrepreneurship Development Area

ptmba 3601	Govt. Business Interference	3	75	25	3 Hours
ptmba 3602	Entrepreneurial Development and New Enterprises Management	3	75	25	3 Hours
ptmba 3603	Management Development	3	75	25	3 Hours
ptmba 3604	Total Quality Management	3	75	25	3 Hours
ptmba 3605	Organizational Effectiveness and Change	3	75	25	3 Hours
ptmba 3606	Competitive Strategy	3	75	25	3 Hours
ptmba 3607	Public Enterprise Management	3	75	25	3 Hours
ptmba 3608	Technology Management	3	75	25	3 Hours
ptmba 3609	Quality, Planning & Analysis I	3	75	25	3 Hours
ptmba 3610	Quality, Planning & Analysis II	3	75	25	3 Hours
ptmba 3611	Negotiation Skills	3	75	25	3 Hours
ptmba 3612	Small Business Environment and Management	3	75	25	3 Hours

Note-I: Process of Internal Assessment

The Internal Assessment shall be strictly based as per the details given hereunder :-

- a) Ten marks shall be assigned for the Internal Test to be conducted by the teacher concerned. For the purpose Two surprise tests shall be conducted in each Course by the concerned teacher(s) carrying 5 Marks each.
- b) Five Marks shall be assigned for the written Case Analysis.
- c) Five Marks shall be assigned for the Class participation, Seminar Presentation, Role playing or any other Home Assignment given by the teacher.
- d) Five Marks shall be assigned for the punctuality in attending the Class and his overall conduct in the class Room and in the Institute in particular and M.D. University in general.

The entire record of the Internal Assessment shall be deposited by the concerned teachers in the office of the Institute within a weeks time from the date the concerned Semester(s) come(s) to an end.

II Instructions to the External Examiners

- a) The External Examiner will set 8 Questions, selecting not more than two Questions from each Unit.
- b) The candidates will be required to attempt 5 questions in all selecting atleast one Question from each Unit.
- c) If a 'Case Study' is included in the Final External Question Paper then it will carry marks equivalent to two Questions.

III From out of the different areas of Specializations, the students shall be required to select their Elective Courses from the areas of Specializations/list of Courses that may be offered by the Institute depending upon the availability of the necessary Infrastructure and facilities for imparting instructions. In this regard a decision will be taken by the Director of the Institute in the meeting of the Committee of the Institute's Faculty which will be displayed on the Notice Board at the appropriate time or at the beginning of the different Semesters.

**SCHEME OF EXAMINATIONS AND SYLLABI FOR
7TH, 8TH, 9TH AND 10TH SEMESTERS OF FIVE-
YEAR INTEGRATED MBA PROGRAMME**

4th Year-7th Semester of 5-Year Intergrated MBA Programme

Course No.	Nomenclature of Paper(s)	No. of Credits	Ext. Marks	Int. Marks	Duration of Exam.
imba 701	Management Functions & Behaviour	3	75	25	3 Hours
imba 702	Quantitative Analysis for Managerial Applications	3	75	25	3 Hours
imba 703	Managerial Economics	3	75	25	3 Hours
imba 704	Accounting for Managers	3	75	25	3 Hours
imba 705	Computers in Management	3	75	25	3 Hours
imba 706	Managerial Communication	3	75	25	3 Hours
imba 707	Managing Men	3	75	25	3 Hours
imba 708	Business Ethics & Values	3	75	25	3 Hours
4th Year- 8th Semester of 5-Year Intergrated MBA Programme					
imba 709	Economic, Social & Legal Environments	3	75	25	3 Hours
imba 710	Management of Information Systems	3	75	25	3 Hours
imba 711	Management of Machines and Materials	3	75	25	3 Hours
imba 712	Marketing for Managers	3	75	25	3 Hours
imba 713	Management Science	3	75	25	3 Hours
imba 714	Application of Research Methods in Management	3	75	25	3 Hours
imba 715	Finance for Managers	3	75	25	3 Hours
imba 716	Business Data Processing	3	75	25	3 Hours

Immediately after the completion of the Eighth Semester, the students shall proceed for their Summer Vacation Training (SVT) of Eight to Ten Weeks duration. The SVT reports prepared after the completion of SVT shall be assessed in the Ninth Semester as a compulsory Course.

5th Year-9th Semester of 5-Year Integrated MBA Programme

In addition to Two Compulsory Courses, Six Elective Courses, to be selected from out of the courses offered by the Institute, shall be chosen by each candidate :

Compulsory Courses (Two)

imba 917	Business Policy and Strategic Management	3	75	25	3 Hours
imba 918	Summer Vacation Training	3	50	50	-

Elective Courses (Six)

Elective Course	3	75	25	3 Hours
Elective Course	3	75	25	3 Hours
Elective Course	3	75	25	3 Hours
Elective Course	3	75	25	3 Hours
Elective Course	3	75	25	3 Hours
Elective Course	3	75	25	3 Hours

5th Year-10th Semester of 5-Year Integrated MBA Programme :

In 10th Semester apart from 4 Compulsory Courses, the students will be required to study 4 Elective Courses from out the Elective Courses offered by the Institute during this Semester.

Compulsory Courses (Four)

imba 1019	Implementing Strategy	3	75	25	3 Hours
imba 1020	International Business Environment	3	75	25	3 Hours
imba 1021	Project Study Report	3	50	50	-
imba 1022	Comprehensive Viva-Voce	3	--100--	(To be evaluated as per the provisions of the Ordinance)	

Elective Courses (Four)

Elective Course	3	75	25	3 Hours
Elective Course	3	75	25	3 Hours
Elective Course	3	75	25	3 Hours
Elective Courses	3	75	25	3 Hours

List of Electives**Accounting & Finance Area**

Course No.	Nomenclature of Paper(s)	No. of Credits	Ext. Marks	Int. Marks	Duration of Exam.
imba 5001	Contemporary Accounting	3	75	25	3 Hours
imba 5002	Cost Administration	3	75	25	3 Hours
imba 5003	Taxation Law	3	75	25	3 Hours
imba 5004	Excise & Custom Duties	3	75	25	3 Hours
imba 5005	Working capital Management	3	75	25	3 Hours
imba 5006	Capital Investment & Financing Decisions	3	75	25	3 Hours
imba 5007	Management Control System	3	75	25	3 Hours
imba 5008	Security Analysis and Portfolio Management	3	75	25	3 Hours
imba 5009	International Financial Management	3	75	25	3 Hours
imba 5010	Management of Financial Institutions	3	75	25	3 Hours
imba 5011	Management of Projects	3	75	25	3 Hours
imba 5012	Corporate Tax & Management	3	75	25	3 Hours

imba 5013	Merchant Banking and Financial Services	3	75	25	3 Hours
imba 5014	Stock Market Operations in India	3	75	25	3 Hours
imba 5015	International Accounting	3	75	25	3 Hours
Marketing Area					
imba 5201	Consumer Behaviour	3	75	25	3 Hours
imba 5202	Sales & Distribution Management	3	75	25	3 Hours
imba 5203	Advertising Management	3	75	25	3 Hours
imba 5204	International Marketing	3	75	25	3 Hours
imba 5205	Marketing of Services	3	75	25	3 Hours
imba 5206	Marketing Research	3	75	25	3 Hours
imba 5207	Competitive Marketing	3	75	25	3 Hours
imba 5208	Sales Force Management	3	75	25	3 Hours
imba 5209	Sales Promotion Management	3	75	25	3 Hours
imba 5210	Industrial Marketing	3	75	25	3 Hours
imba 5211	Marketing for Non-Profit Organizations	3	75	25	3 Hours
imba 5212	Management of Public Distribution system	3	75	25	3 Hours

Organizational Behaviour and Human Resource Management Area

imba 5301	Social Processes and Behavioural Issue	3	75	25	3 Hours
imba 5302	Human Resource Development : Strategies, Design & Experience	3	75	25	3 Hours
imba 5303	Human Resource Planning	3	75	25	3 Hours
imba 5304	Management of Industrial Relations	3	75	25	3 Hours
imba 5305	Comparative Industrial relations	3	75	25	3 Hours
imba 5306	Organizational Change and Intervention Strategies	3	75	25	3 Hours
imba 5307	Compensation Management	3	75	25	3 Hours
imba 5308	Factories Act	3	75	25	3 Hours
imba 5309	Management of Training, Process and Techniques	3	75	25	3 Hours
imba 5310	Counselling Skills for Managers	3	75	25	3 Hours
imba 5311	Managing Across Cultures	3	75	25	3 Hours
imba 5312	Industrial Disputes and Domestic Enquiries	3	75	25	3 Hours

imba 5313	Labour Administration	3	75	25	3 Hours
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imba 5314	Manpower Development for Technological Change	3	75	25	3 Hours
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Manufacturing and Materials Management Area

imba 5401	Operations Research	3	75	25	3 Hours
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imba 5402	Production Planning & Control	3	75	25	3 Hours
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imba 5403	Materials Management	3	75	25	3 Hours
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imba 5404	Quality, Reliability and Maintainability Management	3	75	25	3 Hours
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imba 5405	Statistical Decision Theory	3	75	25	3 Hours
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imba 5406	Transportation Management	3	75	25	3 Hours
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imba 5407	Goal Programming and Management	3	75	25	3 Hours
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imba 5408	System Analysis & Design	3	75	25	3 Hours
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imba 5409	Technology Management	3	75	25	3 Hours
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imba 5410	Management of Obsolescence of Stores and Spares	3	75	25	3 Hours
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Information Technology and System Management Area

imba 5501	Applied Information Technology	3	75	25	3 Hours
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imba 5502	Software Development	3	75	25	3 Hours
imba 5503	Data Base Management	3	75	25	3 Hours
imba 5504	Strategic Information System	3	75	25	3 Hours
imba 5505	Computer Networking and Distributed Systems	3	75	25	3 Hours
imba 5506	Artificial Intelligence	3	75	25	3 Hours
imba 5507	IT in strategic Management	3	75	25	3 Hours
imba 5508	IT in Finance & Control	3	75	25	3 Hours
imba 5509	IT in Marketing	3	75	25	3 Hours
imba 5510	IT in Operations Management	3	75	25	3 Hours
imba 5511	IT in HR Management	3	75	25	3 Hours

General Management, Small Business and Entrepreneurship Development

imba 5601	Govt. Business Interference	3	75	25	3 Hours
imba 5602	Entrepreneurial Development and New Enterprises Management	3	75	25	3 Hours
imba 5603	Management Development	3	75	25	3 Hours
imba 5604	Total Quality Management	3	75	25	3 Hours
imba 5605	Organizational Effectiveness & Change	3	75	25	3 Hours

imba 5606	Competitives Strategy	3	75	25	3 Hours
imba 5607	Public Enterprise Management	3	75	25	3 Hours
imba 5608	Technology Management	3	75	25	3 Hours
imba 5609	Quality, Planning & Analysis-I	3	75	25	3 Hours
imba 5610	Quality, Planning & Analysis-II	3	75	25	3 Hours
imba 5611	Negotiation Skills	3	75	25	3 Hours
imba 5612	Small Business Environment and Management	3	75	25	3 Hours

Note : I Process of Internal Assessment

The Internal Assessment shall be strictly based as per the details given hereunder :-

- a) Ten marks shall be assigned for the Internal Test to be conducted by the teacher concerned. For the purpose Two surprise tests shall be conducted in each Course by the concerned teacher(s) carrying 5 Marks each.
- b) Five Marks shall be assigned for the written case Analysis.
- c) Five Marks shall be assigned for the Class participation. Seminar Presentation, Role playing or any other Home Assignment given by the teacher.
- d) Five Marks shall be assigned for the punctuality in attending the Class and his overall conduct in the class Room and in the Institute in particular and M.D. University in general.

The entire record of the Internal Assessment shall be deposited by the concerned teachers in the office of the Institute within a weeks time from the date the concerned Semester(s) come(s) to an end.

II Instructions to the External Examiners

- a) The External Examiner will set 8 Questions, selecting not more than two Questions from each Unit.

- b) If a 'Case Study' is included in the Final External Question Paper then it will carry marks equivalent to two Questions.
- c) The candidates will be required to attempt 5 questions in all selecting atleast one Question from each Unit.

III From out of the different areas of Specializations, the students shall be required to select their Elective Courses from the areas of Specializations/list of Courses that may be offered by the Institute depending upon the availability of the necessary Infrastructure and facilities for imparting instructions. In this regard a decision will be taken by the Director of the Institute in the meeting of the Committee of the Institute's Faculty which will be displayed on the Notice Board at the appropriate time or at the beginning of the different Semesters.

MBA COURSE

MANAGEMENT FUNCTIONS AND BEHAVIOUR

mba 201/301/imba 701

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

Objectives : The objective of this Course is to familiarize the students with the Nature of Management, its process, task and responsibilities of a Professional Manager and Organizational and Behavioural Dynamics in the Organization.

Unit 1. Introduction : Meaning and Nature of Management; Management Systems and Processes; Task and responsibilities of a Professional Manager; Managerial Skills.

Unit-2 Decision Making : Organizational context of decisions; Decision Making Models; Problem Solving and Decision Making Techniques and Processes; Management by Objectives.

Unit-3 Organization Structure and Processes : Organizational Climate and Culture and Managerial Ethoos; Organizational structure and Design; Delegation and Inter-Department coordination; Managerial Communication; Planning process; Controlling.

Unit-4 Behavioural Dynamics : Analysing Inter-personal Relations; Group dynamics; Management of Organizational conflicts; Management of Change; Leadership styles and Influence Process.

Suggested Readings : The list of the books, cases and other specific references including recent articles will be announced in the class by the concerned teacher at the time of launching of the Course.

- Note :*
- 1. The External Examiner will set 8 questions in the Question Paper selecting atleast 2 questions from each unit. In case a 'Case Study' is included it will carry marks equivalent to two Questions.*
 - 2. The candidates will be required to attempt 5 questions in all, selecting atleast one Question from each Unit. The 5th Question can be attempted by the them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.*

QUANTITATIVE ANALYSIS FOR MANAGERIAL APPLICATION

mba 202/mba 302/imba 702

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

Objectives : The objective of this Course is to acquaint the students with some basic statistical methods which facilitate Managerial Decision Making.

Unit-1. Introduction : An Overview of Quantitative Decision making, Basic Calculus and Matrix Algebra, and their Business Applications; Construction of frequency distribution and their analysis in the form of measures of central tendency and variations.

Unit-2. Forecasting Methods : Business Forecasting; Correlation and Regression analysis; Time series Analysis; Measures of Trend and Seasonal Indices.

Unit-3. Probability and Probability Distributions : Basic concepts of Probability; Addition, Multiplication and Bayes' Theorems; Discrete and Continuous Probability Distributions.

Unit-4. Sampling and Sampling Distributions : Probability and Non-Probability Sampling Methods; Sampling and Non-Sampling Errors; Sampling Theory; Sampling Distribution; Hypothesis Testing and Chi Square Test.

- Note :**
1. The External Examiner will set 8 Questions in the Question Paper selecting atleast 2 Questions from each Unit. In case a 'Case Study' is included it will carry marks equivalent to two questions.
 2. The candidates will be required to attempt 5 Questions in all, selecting atleast one Question from each Unit. The 5th Question can be attempted by them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.

Suggested Readings :

The list of the books cases and other specific references including recent articles will be announced in the class by the concerned teacher at the time of launching of the Course.

MANAGERIAL ECONOMICS

mba 203/mba 303/imba 703

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

Objectives : The purpose of this Course is to apply Model Economic Concept, Precepts, Tools and Techniques in evaluating Business Decisions taken by a Firm.

Unit-1. Introduction : Meaning and Nature of Managerial Economics; Fundamental Concepts and Techniques; Demand, concepts and Demand analysis; Demand Elasticities and Demand Estimates; Demand Forecasting.

Unit-2. Input, Output and Price Output Decisions-Production: Concepts and Analysis; Costing: Concepts and Analysis; Empirical Estimates of Production and Costs; Market Environment of Price Output Decisions Taken by the Firm and the Industry; pricing Strategies and Tactics.

Unit-3. Pricing Policies and practices : Pricing under different market Conditions; Price discrimination; multiple-product pricing; Transfer pricing.

Unit-4. Profit Management; Profit Policy and maximization of profit; Measurement of profit planning and control with special reference break-even analysis.

- Note :**
1. *The External Examiner will set 8 Questions in the Question Paper selecting atleast 2 Questions from each Unit. In case a 'Case Study' is included it will carry marks equivalent to two Questions.*
 2. *The candidates will be required to attempt 5 Questions in all selecting atleast one Question from each Unit. The 5th Question can be attempted by them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.*

Suggested Reading :

The list of the books cases and other specific references including recent articles will be announced in the class by the concerned teacher at the time of launching of the Course.

ACCOUNTING FOR MANAGERS

mba 204/mba 304/imba 704

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

Objectives : The Objective of this Course is to acquaint the students the Accounting concepts, construction and analysis of Financial Statements.

Unit-1. Accounting Framework : Accounting and Finance; Accounting Concepts and standards; Accounting Information and its Applications.

Unit-2. Financial Statements : Construction and Analysis of Profit and Loss, Balance Sheet; Cash and funds flow Statements; Depreciation Accounting and Policies.

Unit-3. Cost Management : Understanding and Classifying Cost; absorption and Marginal Costing; Cost-Volume-Profit analysis; Variance Analysis.

Unit-4. Financial and Investments Analysis : Ratio Analysis; Leverage Analysis, Budgeting and Budgeting Control; Investment Appraisal Methods.

- Note :**
1. *The External Examiner will set 8 Questions in the Question Paper selecting atleast 2 Questions from each Unit. In case a 'Case Study' is included it will carry marks equivalent to two Questions.*
 2. *The candidates will be required to attempt 5 Questions in all selecting atleast one Question from each Unit. The 5th Question can be attempted by them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.*

Suggested Reading :

Accounting for Management Course of IGNOU, (MS-4), be taken as Base Material for discussions etc. in the class.

The list of the books cases and other specific references including recent articles will be announced in the class by the concerned teacher at the time of launching of the Course.

COMPUTERS IN MANAGEMENT

mba 205/imba 705

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

Objectives :The objective of this Course is to develop an understanding of Computers and their uses specific to Business Organizations.

Unit-1. Information Systems & Automation : Business Information, Patterns of Information in Business, Classification of Business Information, Analysis of Business Information: Information characteristics & Automation, Information Systems & Computer Adaptability and prerequisites for automation.

Unit-2. Management Problems of Data Processing : The Feasibility Study, Computer Acquisition as a Capital Investment Decision, Activities in acquiring a new Computer; Information Problems, Deciding upon a Computer & a System. Preparing Cost Estimates, Present Value and Cash Flow methods. Lease and Buy methods of Computer acquisition business.

Unit-3. Displacement of Personnel, managing Strategies, Errors, Gimes, Breakdowns & Calamities with Computers. Social Implications of computers.

Unit-4. Usage of Computers in Teaching, Healthcare, Medicine and Sports; Usage of ERP (Enterprise Resource Planning) Concept in Different Systems.

Note :

1. *The External Examiner will set 8 Questions in the Question Paper selecting atleast 2 Questions from each Unit. In case a 'Case Study' is included it will carry marks equivalent to two Questions.*
2. *The candidates will be required to attempt 5 Questions in all selecting atleast one Question from each Unit. The 5th Question can be attempted by them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.*

Suggested Reading :

The list of the books, cases and other specific references including recent articles will be announced in the class by the concerned teacher at the time of launching of the Course.

MANAGERIAL COMMUNICATION

mba 206/imba 706

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

Objectives : To acquaint the students about the principles of effective Communication, their applications and Techniques.

Course Contents

- Unit-1. Introduction :** Overview of the Communication Field, Main Schools of Thoughts, Basic Analytical tools, Key Ethical Considerations and how to serve as a credible Source; Audience Analysis-Identifying, Understanding and Ranking of the Audiences; Understanding competing Motives, Needs and View Points; Inter-personal Communication; setting and communicating Priorities-Defining the Organization Communication Task in General Management Context; Clarifying Goals.
- Unit-2. Message :** Content Argument-Shaping the Messages that will achieve the Goal; Structure of the Message-Shaping the Argument to the Needs of the Audience; Choosing Media-Selection for Upward and Downward Communication; Style and Tone Messages.
- Unit-3. Applications** giving and receiving Feed Back-Hearing and Being Heard; Managing Meetings-Participation and Leadership; Communicating Change-Using Communication to Overcome Resistance to Change-Communicating with External Audiences; Intercultural Communication-Multicultural and International Communication.
- Unit-4. Ethics and Techniques :** Personal and Corporate Ethics-making Individual and Organizational Ethical Choices; Electronic communication; Business and the Press-Planning and Communication; Effective Writing; Effective Speaking-Style, Manual on speaking, Use of Graphics and Group Presentation.

Suggested Reading :

Michael Hattersley and Linda McJannet, "Management Communication" 1st Edition 1997, The McGraw Hill Inc., New York. Aside this the list of books, cases and other specific references including recent articles will be announced in the class by the concerned teacher at the time of launching of the Course.

- Note :*
1. *The External Examiner will set 8 Questions in the Question Paper selecting atleast 2 Questions from each Unit. If a 'Case Study' is included it will carry marks equivalent to two Questions.*
 2. *The candidates will be required to attempt 5 Questions in all, selecting atleast one Question from each Unit. The 5th Question can be attempted by them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.*

MANAGING MEN

mba 207/pt mba 305/imba 707

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

Objectives : To acquaint the students in respect to Manpower Planning, Personnel Function, employees Selection, Development, Motivation and Performance Appraisal.

Unit-1. Planning Personnel Functions : Human Resource Development systems; Personnel Management Environment in India; functions and Operations of a Personnel Office; Manpower Planning.

Unit-2. Employees Selection, Development & Growth : Recruitment, Selection and Induction; Staff Training and Development; Career Planning,

Unit-3. Motivation, Job Design and appraisal : Motivation and Productivity; Job Description analysis and Evaluation; Employee Motivation and Job enrichment; Performance Monitoring and Appraisal.

Unit-4. Compensation Planning : Economic Background and Employees Compensation; Laws and Rules Governing benefits and Welfare; Compensation and Salary Administration.

Suggested Reading :

The list of the books cases and other specific references including recent articles will be announced in the class by the concerned teacher at the time of launching of the Course.

- Note :**
1. *The External Examiner will set 8 Questions in the Question Paper selecting atleast 2 questions from each unit. In case a 'Case Study' is included it will carry marks equivalent to two Questions.*
 2. *The candidates will be required to attempt 5 Questions in all, selecting atleast one Question from each Unit. The 5th Question can be attempted by them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.*

BUSINESS ETHICS AND VALUES

mba 208/ptmba 312/imba 708

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

Objectives : The objective of this Course is to provide an understanding to the students about Basic concepts of Business Ethics and Values, Their Need for the Professional Managers in the context of Present day Total Ethical Managerial System.

Course Contents

Unit-1: Introduction : Meaning and Nature of the Concepts of Ethics and Values; Relationship between Ethic and Values; Ethics and Values in the context of Businesses and Managerial Personnel; Concept of Total Ethical Management(TME).

- Unit-2. Business Ethics and Values :** Why Business Needs Ethics; Developing Ethical Habbits-Virtue Theory, Intellectual and Moral Values, Business and Profits and Moral Development, Ethical Basis of cost Benefits Analysis Utilitarianism, Utilitarian Applications in Business and Utilitarian, Defences of the Free Market; Rights and Duties-Morality and Rights, Moral Reasoning, Rights and Fairness and the Morality of the Market Place.
- Unit-3. Business and its Relationships :** Business and Customer-Business and Long Term Considerations, the company and the Consumer, Criticism of Advertising Ethical Problems in Advertising, Consumer safety and Product Liability; Business and Employees : Employees as Company's Assets, Contemporary applications-Employees and Quality, a Harassment-Free Work Place, Making Diversity Work; Business and Society- the Natural Environment, the Ethical Quandary, Business and the Environment-Market Forces and Free Resources Philosophical Change.
- Unit-4. Acting Ethically :** Bad Behaviour and Self Understanding; Encouraging Moral Behaviour-Making Employees Moral Guardians, Reward Ethical Behaviour, Establish Role Models; Company Loyalty and Whistle-Blowing : Understanding Some Terms-Whistle Blowing Defined, Loyalty, Fidelity; Duties to Employer; Self Interest and Whistle Blowing-the Costs of whistle Blowing and Protection for Whistle Blowers; Surveying the Options; The Whistle Blower's questions; International Business in the Opposing Standards; The Challenges of Relativism, the Search for International Values and Multi National Corporate Behaviour.

Suggested Readings :

David Steward 'Business Ethics' 1st Ed, 1996, McGraw Hill companies, INC, New York. Aside this the list of books, cases and other specific references including recent articles will be announced in the class by the class teacher at the time of launching of the Course.

- Note :
1. *The External Examiner will set 8 Questions in the Question Paper selecting atleast 2 Questions from each Unit . In case a 'Case Study' is included it will carry marks equivalent to two Questions.*
 2. *The candidates will be required to attempt 5 Questions in all, selecting atleast one Question from each Unit. The 5th Question can be attempted by them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.*

ECONOMIC, SOCIAL AND LEGAL ENVIRONMENTS

mba 209/ptmba 314/imba 709

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

Objectives : The Purpose of the Course is to acquaint the students with the Social, Economic and Politico-Legal Environment as found surrounded by the Business Enterprises of the country.

Course Contents :

- Unit-1. **Business Environment** : Concept, Nature and significance; Micro and Macro Environmental Forces affecting Business Operations and Growth; Relationship of Business and Society; Social Responsibilities of Business; Consumerism and Consumer Protection in India; Environmental Pollution Act.
- Unit-2. Industrial Policy Changes affecting it; Liberalization and Globalization of Indian Economy; Export-Import Policy of India; Role of Public Sector and Private Sector in India.
- Unit-3. Economic systems-Main Features of Capitalism, Socialism and Mixed Economic systems; Economic aspects of Indian Constitution; An Overview of various roles of Government in Business; Economic Planning and the main Features of the current Five Year Plan.

Unit-4. Industries (Development and Regulation) Act-its main feature; working of Monopolies and Restrictive Trade Practices Act in India and MRTP Act; Regulation of foreign Exchange in India; Foreign Technology and Companies in India; Securities Exchange Board of India-its powers, functions and Guidelines issued for fresh issue of Shares and Debentures/Bonds.

Suggested Reading :

The list of the Books, cases and other specific references including recent articles will be announced in the class by the concerned teacher at the time of launching of the Course.

- Note :**
1. *The External Examiner will set 8 Questions in the Question Paper selecting atleast 2 Questions from each Unit. In case a 'Case Study' is included it will carry marks equivalent to two Questions.*
 2. *The candidates will be required to attempt 5 Questions in all, selecting atleast one Question from each Unit. The 5th Question can be attempted by them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.*

MANAGEMENT INFORMATION SYSTEMS

mba 210/ptmba 310/imba 710

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

Objectives : The purpose of this Course is to develop a basic understanding about the Business Information System and their Management.

Unit-1. Introduction to Management Information Systems; Need, Elements, Characteristics and Misconceptions and Myths about MIS; Integrated Information Systems; Computer Based MIS including the latest trends in Information Technology, Computer and Net Working; MIS Strategic Grid.

- Unit-2. Planning the Management Information Systems and Dimensions of MIS Planning : Information need in addition to time frame and levels of Management Hierarchy.
- Unit-3. Designing of MIS; Information Elements and Data Sources, constraints in MIS Design; Information Flow Charts; Documentation and Formats in MIS; Alternative Approaches to MIS Design.
- Unit-4. Implementation and evaluation of MIS; Methods and Tasks in Implementation, Planning for Implementation; Behavioural Implications in MIS; Approaches to Evaluation.

Suggested Readings :

Gordon Davis : Management Information Systems-conceptual Foundations, McGraw, Murdick RG & Ross Jee Information Systems for Modern Management-Prentice Hall, Kanter J. Management Oriented MIS, Prentice Hall. Besides the above the list of the books, cases and other specific references including recent articles will be announced in the class by the concerned teacher at the time of launching of the Course.

Note :

1. *The External Examiner will set 8 Questions in the Question Paper selecting atleast 2 Questions from each Unit. In case a 'Case Study' is included it will carry marks equivalent to two Questions.*
2. *The candidates will be required to attempt 5 Questions in all, selecting atleast one Question from each Unit. The 5th Question can be attempted by them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.*

MANAGEMENT OF MACHINES AND MATERIALS

mba 211/ptmba 306/imba 711

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

Objectives: To acquaint the students with the various activities and its areas relating to the Management of Machines and Materials.

Course Contents :

- Unit-1.** An overview of the Operations Management; Facilities Planning : Product Selecting, Process Selection, Facilities Location, Facilities lay out and Materials handling; Capacity Planning.
- Unit-2.** **Operations Planning and Control :** Work Design; productivity and work Style, Job Design; Planning and Control for Mass Production; Planning and Control for Batch Production Planning and Control for Shop Production; Planning and Control of Purchase.
- Unit-3.** Materials Management; Purchase, System and Procedure; Inventory Management, Stores Management; Standardisation, Condification and Variety Reduction; Waste Management.
- Unit-4.** Maintenance Management and Reliability; Value Engineering; Quality Assurance, Quality Control, Total Quality Management and World Class Systems Management (WCSM).

Suggested Reading :

Gaitten, Norman, "Production and Operation Management", The Dryden Press Florida. Nair NG "Production and Operations Management" Tata McGrow Hill Publishing New Delhi.

Chary SN, "Production and Materials Management" Tata Mc Grow. Riggs JL "Production Septems : Planning, Analysis control John Milly & San, New York.

Besides the above the list of the books, cases and other specific references including recent articles will be announced in the class by the concerned teacher at the time of launching of the Course.

Note :

1. *The External Examiner will set 8 Questions in the Question Paper selecting atleast 2 Questions from each Unit . In case a 'Case Study' is included it will carry marks equivalent to two Questions.*
2. *The candidates will be required to attempt 5 Questions in all, selecting atleast one Question from each Unit. The 5th Question can be attempted by them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.*

MARKETING FOR MANAGERS

imba 212/ptmiba 307/imba 712

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

Objectives : The objective of this Course is to develop an understanding of the underlying Concepts, Strategies and Issues involved in Marketing of Product and Services.

Course Contents :

- Unit-1. **Introduction :** Nature and Scope of Marketing; Marketing Management Philosophies; The Marketing Environment; Marketing in Developing Economy; Marketing of Services.
- Unit-2. **Planning an Organization for Marketing :** Planning of Marketing Mix; Market Segmentation, Marketing Organizations Marketing Research and its Applications; Understanding Consumers. Determinance of Consumer Behaviour, Models of Consumer Behaviour, Indian Consumer Market.

Unit-3. **Product Management** : Product Decisions and Strategies; Product Life Cycle and New Product Development; Branding and Packaging Decisions; Pricing Policies and Practices; Marketing Communications; Advertising and Sales Promotion.

Unit-4. Sales and Distribution Strategies : Demand Forecasting; Distribution Strategies and Channel Mix; Managing Sales; Marketing Strategies and Public Policies.

Suggested Readings :

The list of the books cases and other specific references including recent articles will be announced in the class by the concerned teacher at the time of launching of the Course.

- Note :*
- 1. The External Examiner will set 8 Questions in the Question Paper selecting atleast 2 Questions from each Unit. In case a 'Case Study' is included it will carry marks equivalent to two Questions.*
 - 2. The candidates will be required to attempt 5 Questions in all, selecting atleast one Question from each Unit. The 5th Question can be attempted by them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.*

MANAGEMENT SCIENCE

mba 213/ptmba 311/imba 713

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

Objectives : The objective of this Course is to develop an understanding of Basic Management Science techniques and their role in Managerial Decision Making.

- Unit-1.** **Management Science and Decision Making :**
Models used in Management Science. Review of Probability and Statistics.
- Unit-2.** **Linear Programming :** Formulation and Solution by graphic and simplex method. Transportation and assignment models.
- Unit-3.** Deterministic and Probabilistic models for Inventory Control. Queuing Models.
- Unit-4.** **Game Theory and Simulation :** Two Persons Zero Sum Game, Value of the game, Mixed Strategy and rule for Dominance. Solution by graphic and Linear Programming methods. Monte Carlo Technique of Simulation.

Suggested Readings :

The list of the books cases and other specific references including recent articles will be announced in the class by the concerned teacher at the time of launching of the Course.

Note :

1. *The External Examiner will set 8 Questions in the Question Paper selecting atleast 2 Questions from each Unit. In case a 'Case Study' is included it will carry marks equivalent to two Questions.*
2. *The candidates will be required to attempt 5 Questions in all, selecting atleast one Question from each Unit. The 5th Question can be attempted by them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.*

APPLICATION OF RESEARCH METHODS IN MANAGEMENT

mba 214/ptmba 309/imba 714

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

- Objectives :** The purpose of this Course is to develop the students to Undertake Research subjects relating to the Discipline of Management alongside acquainting them with the Basics of Research Methodology.

Course Contents :

- Unit-1. **Introduction** : Meaning and Nature of Research; Importance of Research in Decision Making, Identification and Defining of Research Problem; Process of Formulation of Hypothesis/ses; Research Designs-Descriptive, Exploratory, Descriptive, Diagnostic and Experimental.
- Unit-2. **Concepts involved in Research Design and Data Collection**-Universe, Observational Units, Sampling and Sampling Designs, Methods, Tools and Data Collection; Attitude Measurement and Scales; Spirit of the Study.
- Unit-3. **Data Presentation and Analysis** : Processing; Tabulation and presentation of Data, Statistical Analysis and Interpretation of Data-Non Parametric Tests; Multi Variaté Analysis of Data; Moral Building and Discipline.
- Unit-4. **Report Writing** : Substance of Research Based Reports; Formats of Reports; Report Writing Technique and Final Presentation of the Report.

Suggested Readings :

The list of the books cases and other specific references including recent articles will be announced in the class by the concerned teacher at the time of launching of the Course.

- Note :*
1. *The External Examiner will set 8 Questions in the Question Paper selecting atleast 2 Questions from each Unit. In case a 'Case Study' is included it will carry marks equivalent to two Questions.*
 2. *The candidates will be required to attempt 5 Questions in all, selecting atleast one Question from each Unit. The 5th Question can be attempted by them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.*

FINANCE FOR MANAGERS

mba 215/ptmba 308/imba 715

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

Objectives : The objective of this Course is to develop and understanding of short term and long term financial decisions of a firm.

Unit-1. Financial Management : Evolution, Scope and function of Finance Managers; Objectives of the firm : Profit Vs. Wealth Maximisation.

Unit-2. Investment Decisions : Cost of Capital; Need, Importance, Evaluation of Investment Decisions. Identification of Cash Inflows and outflows; Methods of Capital Budgeting : Accounting rate of Return, Pay Back Period Discounted Cash-flows; Capital rationing and risk analysis.

Unit-3. Finance Decisions : Leverage, Capital Structure Theories: Net Income, Net Operating Income, Traditional and MM Theories. EBIT-EPS Analysis. Sources of long term finance.

Unit-4. Dividend decisions and Working Capital Management :
Concept and determinants of dividend policy; Various dividend models and their effect on Value of firm; dividend policy in practice; Working Capital Concept, Working Capital Policy; Management of Cash and Marketable Securities, Receivable and Inventory.

Suggested Readings :

Pandey IM, Financial Management, PHI, New Delhi, Khan MY and Jain, Financial Management, Tata MacGrew Hill and Prasanna Chandra, Financial Mgt. Tata MacGraw Hill. Besides this list of books, bases and other specific references including recent articles will be announced in the class by the concerned teacher at the time of launching of the Course.

- Note :*
- 1. The External Examiner will set 8 Questions in the Question Paper selecting atleast 2 Questions from each Unit. In case a 'Case Study' is included it will carry marks equivalent to two Questions.*
 - 2. The candidates will be required to attempt 5 Questions in all, selecting atleast one Question from each Unit. The 5th Question can be attempted by them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.*

BUSINESS DATA PROCESSING

mba 216/imba 716

External Marks : 75

Internal Marks : 25

Duration of Examination : 3 Hours

Objectives : To acquaint the students about Data Processing, Business Files and Cobol Programming as may be needed by any Organization using Computers for its Managerial Decision Making.

Unit-1. Introduction to Data Processing, Records and files, Data Collection, Preparation, Verification, Editing and Checking.

Unit-2. Business Files-Master & Transaction files, File Generation, Backups and File Recovery and Procedures.

Unit-3. COBOL Programming-Language Constructs & Structured Programme Development.

Unit-4. File Sorting, Searching, Merging and Matching.

Suggested Reading :

1. Roy, M.K. & Dastidar Ghosh, DO : COBOL Programming, Tata MacGraw...
2. Popking, G.S. Advanced Structured COBOL Kent Pub. Co.
3. Rajaraman V & Sahasrabudhhe, H.V. COBOL Programming PHI Besides the above the list of the books, cases and other specific references

including recent articles will be announced in the class by the concerned teacher at the time of launching of the Course.

Note :

1. *The External Examiner will set 8 Questions in the Question Paper selecting atleast 2 Questions from each Unit. In case a 'Case Study' is included it will carry marks equivalent to two Questions.*
2. *The candidates will be required to attempt 5 Questions in all, selecting atleast one Question from each Unit. The 5th Question can be attempted by them from any of the 4 Units. In case of attempting a 'Case Study' they will be required to attempt 4 Questions in all if there is any in the Question Paper.*