

**INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH  
MAHARSHI DAYANAND UNIVERSITY, ROHTAK**

**Minutes of the P.G. BOS in Management Sciences held on dated 27/05/2016**

It is resolved to recommend the following open elective and foundation elective courses in the management discipline for the general pool under the University Choice Based Credit System (CBCS) for further necessary action of the University CBCS Board.

**List of open elective courses:**

Semester	Course No.	Title of the Course (s)	External Marks	Sessional Marks	Practical Marks	Total Marks	Credit (L+T+P)
1 <sup>st</sup>	16IMGOE1	Management Concepts And Applications	80	20		100	3+1+0
3 <sup>rd</sup>	16IMGOE2	Marketing Management	80	20		100	3+1+0

**List of allied elective/foundation courses:**

Semester	Course No.	Title of the Course (s)	External Marks	Sessional Marks	Practical Marks	Total Marks	Credit (L+T+P)
2 <sup>nd</sup>	16IMGFE1	Entrepreneurship	80	20		100	3+1+0

**Note:** The duration of the all the end term theory examinations shall be 3 hours.

L-T-P  
3-1-0

External Marks: 80  
Sessional Marks: 20  
Time Allowed: 3 Hours

**MANAGEMENT CONCEPTS AND APPLICATIONS**  
**Paper Code: 16IMG0E1**

**Course Objective:**

The objective of this course is to expose the students to basic concepts of management and to enable them to gain appreciation for emerging ideas, techniques, procedures and practices in the field of management.

**Unit -I**

Introduction: concept and nature of management; managerial competencies – communication, team work, planning and administrative, strategic and global competencies; evolution of management thoughts – traditional, behavioural, system, contingency and quality viewpoints

**Unit -II**

Planning, decision making and organizing: nature and elements of planning, planning types and models, planning in learning organizations; strategic planning – an overview; decision making process, models of decision-making, increasing participation in decision-making, decision-making creativity; basic issues in organizing – work specialization, chain of command delegation, decentralization, span of management, bases for departmentation

**Unit -III**

Leading: recognition of human factor, motivation models/approaches; leadership styles/behaviours, personal characteristics of effective leaders, leadership development; leadership for learning organizations

**Unit -IV**

Management control, managerial ethics and social responsibility: management control – concept and process, overview of control techniques, effective control system; managerial ethics, factors affecting ethical choices; ethical dilemma; social responsibility; evaluating corporate social performance; managing company ethics and social responsibility

**Suggested Readings:**

1. Robbins, S.P. and Decenzo, D.A. Fundamentals of Management , Pearson Education Asia, New Delhi
2. Hellreigel, Management, Thomson Learning, Bombay
3. Koontz, H and Wechrich, H; Management, Tata McGraw Hill
4. Stoner, J et. al, Management, New Delhi, PHI, New Delhi
5. Robbins & Coulter, Management, PHI, New Delhi
6. Satya Raju, Management – Text & Cases , PHI, New Delhi
1. Richard L. Daft, Management, Thomson South-Western

**Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

L-T-P  
3-1-0

External Marks: 80  
Sessional Marks: 20  
Time Allowed: 3 Hours

**MARKETING MANAGEMENT**  
**Paper Code: 16IMG0E2**

**Course Objective:**

This course is designed to promote understanding of concepts, philosophies, processes and techniques of managing marketing operation and to develop a feel of the market place.

**Unit -I**

Nature and scope of marketing: corporate orientation towards marketplace; building and delivering customer value and satisfaction; retaining customers; marketing environment; marketing research and information system

**Unit -II**

Analyzing consumer markets and buyer behaviour; analyzing business markets and business buying behaviour; market segmentation, positioning and targeting; tools of product differentiation; marketing strategies in the different stage of the product life cycle

**Unit -III**

New product development process; product mix and product line decisions; branding and packaging decisions; pricing strategies and programmes; managing marketing channels; wholesaling and retailing

**Unit -IV**

Advertising and sales promotion; public relations; personal selling; evaluation and control of marketing effort; web marketing; green marketing; reasons for and benefits of going international; entry strategies in international marketing

**Suggested Readings:**

1. Kotler Philip and Keller; Marketing Management; PHI, New Delhi
2. Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, Marketing Management in South Asian Perspective, Pearson Education, New Delhi
3. Kerin, Hartley, Berkowitz and Rudelius, Marketing, TMH, New Delhi
4. Etzel, Michael J, Marketing: Concepts and Cases, TMH, New Delhi
1. Dhunna, Mukesh, Marketing Management – Text and Cases, Wisdom Publications, New Delhi

**Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

L-T-P  
3-1-0

External Marks: 80  
Sessional Marks: 20  
Time Allowed: 3 Hours

**ENTREPRENEURSHIP**  
**Paper Code: 16IMGFE1**

**Course Objective:**

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

**Unit -I**

Entrepreneurship: Concept, knowledge and skills requirement; characteristics of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship

**Unit -II**

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

**Unit -III**

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

**Unit -IV**

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

**Suggested Readings:**

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi
2. Barringer, Brace R., and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA)
3. Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Books, New Delhi
4. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises ,
5. Pearson Education, New Delhi
6. Kuratko, Donand and Richard Hodgetts, Entrepreneurship, Cengage Learning India Pvt. Ltd., New Delhi

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