

FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

MASTER OF BUSINESS ADMINISTRATION (CREDIT BASED EVALUATION AND GRADING SYSTEM)

(Semester: I–IV)

Session: 2019-20



GURU NANAK DEV UNIVERSITY AMRITSAR

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MBA (SEMESTER SYSTEM)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

SCHEME OF COURSE

Semester I:

Course No.	C/E/I	Course Title	L	T	P	Total Credits	Mid Sem. Marks	End Sem. Marks	Total Marks
Core Courses									
MGL – 401	C	Managerial Economics	4	--	--	4	20	80	100
MGL – 402	C	Quantitative Methods for Management	4	--	--	4	20	80	100
MGL – 403	C	Accounting for Management	4	--	--	4	20	80	100
MGL - 404	C	Business Environment	4	--	--	4	20	80	100
MGL - 406	C	Management Principles and Organizational Behaviour	4	--	--	4	20	80	100
MGL – 407	C	Corporate Law and Administration	4	--	--	4	20	80	100
Total Credits			24	--	-	24			

Semester II:

Course No.	C/E/I	Course Title	L	T	P	Total Credits	Mid Sem. Marks	End Sem. Marks	Total Marks
Core Courses									
MGL - 451	C	Business Research Methodology	4	--	-	4	20	80	100
MGL - 452	C	Financial Management	4	--	-	4	20	80	100
MGL - 453	C	Marketing Management	4	--	-	4	20	80	100
MGL - 454	C	Human Resource Management	4	--	-	4	20	80	100
MGL – 455	C	Production and Operations Management	4	--	-	4	20	80	100
MGS - 457	C	Seminar	--	--	2	2	20	80	100
MGL - 458	C	Case Studies in Management	2	--	-	2	20	80	100
Interdisciplinary Courses (3 Credits)									
	I	To be offered from the outside Department.	3		-	3	20	80	100
Total Credits:			25	--	2	27			
Note: After second semester every student will be required to undergo summer training of six weeks duration in the corporate sector									

Note.

- PSL -053 ID Course Human Rights & Constitutional Duties (Compulsory ID Course)**
Students can opt. this paper in any semester except the 1st Semester. This ID Course is one of the total ID Course of this course.

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SCHEME OF COURSE

Semester III:

Course No.	C/E/I	Course Title	L	T	P	Total Credits	Mid Sem. Marks	End Sem. Marks	Total Marks
Core Courses									
MGL – 504	C	Entrepreneurship Development and MSMEs	4	--	-	4	20	80	100
MGS – 503	C	Seminar	--	--	2	2	20	80	100
Interdisciplinary Courses (3 Credits)									
	I	To be offered from the outside Department.	3	--	-	3	20	80	100
Elective Courses (16 Credits)									
	E	Elective Courses*	16	--	-	16			
Total Credits			27	--	2	29			

***Note: Any two of the following groups, each having two papers with the condition that the student can take either group A or E.**

Group A: Finance

Course No	C/E/I	Course Title	L	T	P	Total Credits	Mid Sem. Marks	End Sem. Marks	Total Marks
MGL – 531	E	Management Control Systems	4	--	--	4	20	80	100
MGL – 532	E	Capital Markets and Investment Management	4	--	--	4	20	80	100

Group B: Marketing

Course No	C/E/I	Course Title	L	T	P	Total Credits	Mid Sem. Marks	End Sem. Marks	Total Marks
MGL – 533	E	Consumer Behaviour	4	--	--	4	20	80	100
MGL – 534	E	Marketing Research	4	--	--	4	20	80	100

Group C: Human Resource Management

MGL – 536	E	Organisational Change & Development	4	--	--	4	20	80	100
MGL – 543	E	Labour Legislations & Social Security	4	--	--	4	20	80	100

Group D: International Business

MGL – 538	E	Management of International Business Operations	4	--	--	4	20	80	100
MGL – 544	E	International Financial and Economic Organisations	4	--	--	4	20	80	100

Group E: Production and Operations

MGL – 539	E	Management Control Systems	4	--	--	4	20	80	100
MGL – 540	E	Production Planning & Control	4	--	--	4	20	80	100

Group F: Information Technology

MGL – 541	E	Management Information Systems	4	--	--	4	20	80	100
MGL – 542	E	Decision Support Systems	4	--	--	4	20	80	100

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SCHEME OF COURSE

Semester – IV:

Course No.	C/E/I	Course Title	L	T	P	Total Credits	Mid Sem. Marks	End Sem. Marks	Total Marks
Core Courses									
MGL – 551	C	Strategic Management	4	--	--	4	20	80	100
MGL – 552	C	International Business	4	--	--	4	20	80	100
Interdisciplinary Courses (3 Credits)									
	I	To be offered from the outside Department.	3	--	--	3	20	80	100
Elective Courses (12 Credits)									
	E	Elective Courses*	12	--	--	12	20	80	100
Total Credits			23	--	--	23			

***Any one of the following groups, each having four papers.**

Group A: Finance

MGL – 581	E	International Financial Management	4	--	--	4	20	80	100
MGL – 582	E	Financial Markets and Financial Services	4	--	--	4	20	80	100
MGL – 583	E	Corporate Tax Law and Planning	4	--	--	4	20	80	100
MGL – 599	E	Case Studies in Finance	2	--	--	2	20	80	100

Group B: Marketing

MGL – 584	E	Advertising and Sales Management	4	--	--	4	20	80	100
MGL – 585	E	Brand and Retail Management	4	--	--	4	20	80	100
MGL – 586	E	Services Marketing	4	--	--	4	20	80	100
MGL – 600	E	Case Studies in Marketing	2	--	--	2	20	80	100

Group C: Human Resource Management

MGL – 587	E	Industrial Relations	4	--	--	4	20	80	100
MGL – 588	E	Managerial Competencies and Career Development	4	--	--	4	20	80	100
MGL – 589	E	International Human Resource Management	4	--	--	4	20	80	100
MGL – 601	E	Case Studies in Human Resource Management	2	--	--	2	20	80	100

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Group D: International Business

MGL – 590	E	International Financial Markets and Foreign Exchange	4	--	--	4	20	80	100
MGL – 591	E	International Financial Management	4	--	--	4	20	80	100
MGL – 592	E	International Marketing	4	--	--	4	20	80	100
MGL – 602	E	Case Studies in International Businesses	2	--	--	4	20	80	100

Group E: Production and Operations

MGL – 593	E	Inventory Management	4	--	--	4	20	80	100
MGL – 594	E	Logistics Management	4	--	--	4	20	80	100
MGL – 595	E	Total Quality Management and Quality Control	4	--	--	4	20	80	100

Group F: Information Technology

MGL – 596	E	Data Management Techniques	4	--	--	4	20	80	100
MGL – 597	E	e-Commerce and Internet	4	--	--	4	20	80	100
MGL – 598	E	Web Designing & HTML	4	--	--	4	20	80	100

MGL-401: MANAGERIAL ECONOMICS

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Managerial Economics: Meaning, Nature, Scope and Concepts • Marginal Analysis: Law of Diminishing Marginal Utility, Law of Equimarginal Utility • Law of Demand: Meaning, Determinants, Exceptions, Kinds of Demand, Change in Demand and Importance. • Elasticity of Demand: Meaning, Types and Degrees of Elasticity of Demand, Methods of Measuring Price Elasticity of Demand, Factors Determining Elasticity of Demand, Importance.
SECTION B
<ul style="list-style-type: none"> • Difference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium, Importance. • Production Function: Meaning, Types: Short Run and Long Run Production Function, Economies and Diseconomies of Scale. • Theory of Costs: Types of Costs, Traditional Theory: Long Run & Short Run, Modern Theory: Long Run & Short Run.
SECTION C
<ul style="list-style-type: none"> • Managerial Theories: Profit maximization and Sales Maximization. • Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition. • Oligopoly: Sweezy Model.
SECTION D
<ul style="list-style-type: none"> • National Income: Conceptual Framework, different concepts of National Income, Methods of Measuring National Income, Limitations of measuring National Income. • Consumption Function: Meaning, and Nature, Determinants and Measures to Raise Propensity to Consume. Keynes Psychological Law of Consumption - Meaning, Properties and Implications. • Inflation: Meaning, Types, Theories, Causes, Effects and Control. Phillips curve.

Suggested Readings:

1. Koutsoyiannis, A, Modern Micro Economics, Palgrave Macmillan Publishers, New Delhi.
2. Thomas Christopher R., and Maurice S. Charles, Managerial Economics – Concepts and Applications, 8th Edition, Tata McGraw Hills, 2006.
3. Mehta, P. L, Managerial Economics – Analysis, Problems and Cases, Sultan Chand & Sons, Delhi.
4. Peterson and Lewis, Managerial Economics, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
5. Shapiro, Macro Economics, Galgotia Publications.
6. H. L Ahuja Advanced Economic Analysis, S. Chand & Co. Ltd, New Delhi.
7. G.S Gupta, Managerial Economics, Tata McGraw Hill.
8. Goel Dean, Managerial Economics, Prentice Hall of India, Pvt. Ltd., New Delhi.

MBA (SEMESTER-I)
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MGL-402: QUANTITATIVE METHODS FOR MANAGEMENT

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Correlation and Regression Analysis: Simple, partial and multiple correlation coefficients; simple and multiple regression (three variables only). • Elementary probability theory: Additive and Multiplicative laws of probability and their business applications. • Practical through SPSS/MS Excel.
SECTION B
<ul style="list-style-type: none"> • Probability Distributions: Binomial, Poisson and Normal distributions; with their properties and applications. • Hypotheses: Null and Alternative Hypotheses, Type I and Type II errors
SECTION C
<ul style="list-style-type: none"> • Hypothesis testing — Parametric tests: Z- Test, T- Test, F- Test (ANOVA one way and two-way); • Non-Parametric tests: Chi Square test. • Practical through SPSS/MS Excel
SECTION D
<ul style="list-style-type: none"> • Linear programming; definition, characteristics, formulation of LPP; solution by graphic and Simplex method; Business Applications of LP. • Transportation problems. • Practicals through SPSS/MS Excel

Suggested Readings:

1. Levin, Richard and David S Rubin: Statistics for Management, Prentice Hall, Delhi.
2. Levin and Brevson, Business Statistics, Pearson Education, New Delhi.
3. Anderson, Sweeney and Williams: Statistics for Business and Economics, Thompson, New Delhi.
4. Sharma, J.K., Business Statistics.
5. Hooda, R.P: Statistics for Business and Economics. Macmillan, New Delhi.
6. Lee S.M., L.J. Moore and B.W. Taylor, Management Science, Boston: Allyn Bacon, 1994.
7. Vohra, N. D., Quantitative Techniques in Management.

MGL-403: ACCOUNTING FOR MANAGEMENT

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none">• Introduction to Accounting: Accounting as an information system, Users of accounting information; Basic accounting concepts and conventions. Accounting Cycle. Role of Accountant in Profession and Industry.• Understanding Corporate Financial Statements: Types, Nature, Attributes, Uses and Limitations.
SECTION B
<ul style="list-style-type: none">• Corporate Reporting and Disclosure Requirements.• Tools of Financial Statement Analysis: Ratio Analysis, Common Size Financial Statements, Comparative Statements and Trend Analysis.
SECTION C
<ul style="list-style-type: none">• Cost Accounting: Definition and Objectives. Cost Management Concepts and Cost Behavior. Preparation of Cost Sheet.• Budgets and Budgetary Control: Understanding Concepts of Master Budget, Fixed Budget and Flexible Budgets, Zero Base Budget, Participative Budget and Performance Budget.• Standard Costing as a Control Technique; Setting of Standards and Their Revision;
SECTION D
<ul style="list-style-type: none">• Variance Analysis –Meaning and Importance, Kinds of Variances and Their Uses- Material, Labour Variances; Relevance of Variance Analysis to Budgeting and Standard Costing.• Marginal Costing and Break-Even Analysis: Concept of Marginal Cost; Marginal Costing and Absorption Costing; Marginal Costing Versus Direct Costing; Cost-Volume-Profit Analysis; Break-Even Analysis; Assumptions and Practical Applications of Break-Even- Analysis; Decisions Regarding Sales-Mix, Make or Buy Decisions and Discontinuation of a Product Line etc.

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References:

1. Bhattacharya, S.K. and John Dearden, "Accounting for Management - Text and Cases", Vikas Publishing House.
2. Lele RK. and Jawahar Lal, "Accounting Theory", Himalaya Publishers.
3. Porwal, L.S. "Accounting Theory", Tata McGraw Hill.
4. Horngren, Charles T., Gary L. Sundem and William O. Stratton, "Introduction to Management Accounting", Pearson Education Asia.
5. Sharma, Subhash and M.P. Vithal, "Financial Accounting for Management Text and Cases", McMillan.
6. Arora, M.N., "Cost Accounting - Principles and Practice", Vikas Publishing House.
7. Pandey, I.M, "Essentials of Management Accounting", Vikas Publishing House.

MGL-404: BUSINESS ENVIRONMENT

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none">• Salient features of Economic Systems: Capitalist System/Market Economy; Socialist System and Mixed Economy; Basic Features of Indian Economy, Changing Role of Government in Business.• Business Environment: Meaning, Types: Internal Environment; External Environment; Micro and Macro Environment
SECTION B
<ul style="list-style-type: none">• Aspects of Economic Reforms: Liberalisation; Privatisation/Disinvestment of Public Enterprises; Globalisation and its Implications for India.• Economic Planning in India: Objectives, Strategies and Evaluation of Latest Five Year Plan.• Deficit Financing and its implications for the Indian Economy; Analysis of current year Annual Budget.
SECTION C
<ul style="list-style-type: none">• Consumer Rights and Consumerism: Role of Consumer Groups with Special Reference to India; Consumer Protection Act, 1986 with Latest Amendments.• Social Responsibility of Business: Concept, Rationale, Dimensions, Models of Social Responsibility and Barriers to SR; The Environment Protection Act, 1986 with Latest Amendments.
SECTION D
<ul style="list-style-type: none">• Evaluation of Various Regulatory Policies of Government: Industrial Policy Changes during the Post Reforms; Fiscal and Monetary Policy Changes in India,• Salient Features of FEMA and GST (Goods and Services Tax)• Export Promotion versus Import Substitution Policies: Concept of Balance-of-Payments; Balance-of-Trade; Currency Convertibility; Objectives and Evaluation of Latest Foreign Trade Policy of Indian Government.

Suggested Readings:

1. V.K. Puri & S.K. Misra, Economic Environment of Business, Latest Edition, Himalaya Publishing House, New Delhi.
2. A.C. Fernando, Business Environment, Latest Edition, Pearson Publication, New Delhi.
3. V. Neelamegam, Business Environment, Latest Edition, Vrinda Publications, Delhi.
4. Francis Cherunilam, Business Environment, Latest Edition, Himalaya Publishing House, New Delhi.
5. K. Aswathappa, Essentials of Business Environment, Latest Edition, Himalaya Publishing House, New Delhi.
6. Paul Justin, Business Environment, Latest Edition, McGraw Hill Education, New Delhi.
7. Ruddar Dutt and KPM Sundaram, Indian Economy, Latest Edition, S. Chand & Company Ltd., New Delhi.
8. Govt. of India, Five Years Plan Documents.

Note: It is Mandatory for the students to consult Economic Times, Business Standard, Financial Express, Annual Budget and Economic Survey of Government of India to understand this paper.

MGL-406: MANAGEMENT PRINCIPLES AND ORGANISATIONAL BEHAVIOUR

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none">• Management: Functions, Roles and Skills, Manager's job and Universality of Management, Historical background of Management: Classical Approach; Scientific Management, General Administrative Theory. Quantitative Approach; Total Quality Management, Quantitative Approach, Behavioural Approach; Early Advocates of Organisational Behaviour, The Behavioural Approach, The Contemporary Approach and the Hawthorne Studies.• Decision Making: Process, Types of Decisions and Decision Making Conditions, Decision Making Styles, Decision Making and Planning.
SECTION B
<ul style="list-style-type: none">• Planning and Performance: Goals and Plans, types of Goals, Types of Plans, Setting Goals and Developing Plans, MBO concepts and steps in MBO, Criticism of Planning, Effective Planning in Dynamic Environments, Planning Premises.• Designing Organisational Structure: Work Specializations, Departmentalization. Chain of Command, Span of Control, Centralization and Decentralization. Relationship between Authority, Responsibility and Accountability, Power, Delegation of Authority. Formalization, Mechanistic and Organic Structure; Two models of Organisational design, Contingency Factors. Common Organisational Designs; Traditional Organisational, Contemporary Organisational Designs, Today's Organisational Designs Challenges.
SECTION C
<ul style="list-style-type: none">• Understanding Individual Behaviour: Focus and Goals of Organisation Behaviour. Attitudes and Job Performance, Cognitive dissonance.• Communication: Functions, Methods and Barriers to Communication. Formal Versus Informal communication.• Motivation: Concept and early theories of Motivation: Maslow's Hierarchy of Needs Theory, McGregor's Theory X and theory Y, Herzberg's Two-Factor Theory, McClelland's Three-Needs Theory, Contemporary Theories of Motivation; Goal Setting Theory, Reinforcement Theory, Job Design Theory, Equity Theory, Vroom's Expectancy Theory Integrating Contemporary Theories of Motivation. Contemporary Issues in Motivation; Cross Cultural Challenges, Dynamics and motivation Group workers, Designing Appropriate Reward Programs.

SECTION-D

- **Leadership:** Concept, Early Theories of Leadership; Trait Theory, Behavioural Theories: Michigan Studies, Ohio State University Studies, Managerial Grid Theory. Contingency Theories of Leadership; Fiedler's Model, Hersey Blanchard's Situational Theory, Path Goal Theory. Contemporary Views of Leadership; Transactional and Transformational Leadership. Leadership Issues in the 21st Century; Managing Power, Developing Trust, Empowering Employees, Leading Across Cultures, Understanding Gender Differences and Leadership. An Effective Leader.
- **Controlling:** Concept, Controlling Process and Controlling For Organisational Performance. Controlling and Planning, Tools for Measuring Organisational Performance; Feedforward, Concurrent and Feedback Control, Financial Controls, The Balanced Score Card Approach, Quality Control Charts, Benchmarking of Best Practices. Contemporary Issues in Controlling; Adjusting Control for Cross Cultural Differences, Workplace Concerns.

Suggested Readings:

1. Harold Koontz, and Heinz Weihrich, *Essentials of Management: An International Perspective*, New Delhi, McGraw-Hill, 2010.
2. Richard L Daft, *The New Era of Management*, New Delhi, Thomson, 2007.
3. Jon L Pierce and Donald G Gardner, *Management and Organizational Behaviour*, New Delhi, Thomson, 2007.
4. Stephen P Robbins, Mary Coulter and Neharika Vohra, *Managemnt*, New Delhi, Pearsons , 2011
5. Sekaran, Uma, *Organizational Behaviour: Text and Cases*, New Delhi, Tata McGraw Hill, 2007.
6. Steven L. McShane, Mary Ann Von Glinow, Radha R Sharma, *Organisational Behaviour*, New Delhi, Tata McGraw Hill, 2007.
7. Paul Hersey, Kenneth H Blanchard, Devwey E Johnson, *Management of Organizational Behaviour: Leading Human Resources*, New Delhi, Pearson Education, 2002.
Philip Sadler, *Leadership*, New Delhi, Kogan Page, 2004.

MBA (SEMESTER-I)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

MGL-407: CORPORATE LAW AND ADMINISTRATION

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Companies Act and its Administration: History, Extent and Application; Latest Amendments and Authorities under the Companies Act. • Company: Definition and Characteristics of a Company; Lifting of the Corporate Veil; Company vs. Partnership; Limited Liability Partnership. • Kinds of Companies: Different Classifications of Companies. Privileges of a Private Company. Distinction between a Public and Private Company. Conversion of a Private Company in to a Public Company. One Person Company.
SECTION B
<ul style="list-style-type: none"> • Formation of a Company: Promoters, Incorporation of a Company: Procedure and Documents to be Filled. Preliminary Contracts. • Memorandum of Association: Meaning, Importance, Contents, Alteration, Doctrine of Ultra-Vires. • Article of Association: Meaning, Contents, Alteration, Memorandum of Association and Article of Association, Constructive Notice of Memorandum and Article, Doctrine of Indoor Management.
SECTION C
<ul style="list-style-type: none"> • Prospectus: Definition, Dating and Registration of Prospectus, Kind of Prospectus: Shelf Prospectus, Deemed Prospectus, Abridge Prospectus, Red herring Prospectus, Liability for Misstatement in prospectus. • Share Capital: Kinds, Classes of Capital, Alteration of Capital, Further issue of Capital, Voting Rights. • Share: Definition, Types of Shares, Application and Allotment of Shares, Issue of Shares, Transfer and Transmission of ^{S51}hares.

SECTION D

- **Company Management Director:** Appointment and Restriction on Appointment, Removal, Qualification, Duties and Powers, Remuneration of Directors. Women Directors.
- **Meeting of Shareholders:** Types, Rules of Meetings, Voting, Resolutions and Minutes
- **Winding up of a Company:** Modes of Winding up, Commencement and Procedure of Winding up and Consequences of Winding up order.

Suggested Readings:

1. Majumdar A.K. and Kapoor G.K., Company Law and Practice, Taxmann Publications, New Delhi.
2. Singh, Avtar, Company Law, Easter Book Co. Lucknow
3. Avadhanni, V. A., SEBI Guidelines and Listing of Companies, Himalaya Publishing House, Delhi.
4. Nolakha Ratan, Company Law and Practice, Vikas Publishing House (P), Ltd.
5. Chuhan, S.D. Singh and Sharma N.K., Indian Company Law Sahitya Bhawan, Agra.

MGL-451: BUSINESS RESEARCH METHODOLOGY

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none">• Business Research Methodology: Introduction, Definition, Scope, Basic and Applied Research, Managerial Value of Business Research, Research Process.• Research Designs: Exploratory, Descriptive and Experimental Research Designs.• Exploratory Research Designs: Qualitative Techniques, Secondary Data Analysis, Experience Survey, Focus Groups, Depth Interview, Projective Techniques.• Descriptive Research Designs: Survey and Observation Methods.
SECTION B
<ul style="list-style-type: none">• Experimental Research Designs: Internal and External Validity in Experimentation, Basic Designs-After only, Before-After, After only with Control Group, Before-After with Control Group, Time Series Designs.• Measurement: Concepts, Levels- Nominal, Ordinal, Interval and Rating Scale, Measurement Errors.
SECTION C
<ul style="list-style-type: none">• Sampling Design: Steps in Sampling Design, Probability Sampling Methods- Simple Random Sampling, Multistage Sampling, Systematic Sampling, Stratified Sampling, Cluster Sampling.• Non-Probability Sampling Methods- Convenience Sampling, Judgement Sampling, Snowball Sampling Quota Sampling. Sampling and Non-Sampling Errors• Tabulation and Cross Tabulation of Data
SECTION D
<ul style="list-style-type: none">• Questionnaire and Questionnaire Design Process• Non Parametric tests: Run Test for randomness of data, Mann Whitney U Test, Wilcoxon Matched Pairs Rank Test, Kruskal-Wallis Test, Kolmogorov-Smirnov Test• Logistic regression, Multiple Regression, Practical through SPSS

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Suggested Readings:

1. Cooper, D. R. and Schindler, P.S., “Business Research Methods”, Tata McGraw Hill, New Delhi.
2. Levine, D.M., Krehbiel T.C. and Berenson M.L., “Business Statistics”, Pearson Education, New Delhi.
3. Bryman, Alan and Bell, Emma, “Business Research Methods” Oxford University Press, New Delhi.
4. Bajpai, Naval, “Business Research Methods”, Pearson Publications, New Delhi.
5. Chawla, Deepak and Sondhi, Neena, “Research Methodology: Concepts and Cases”, Vikas Publication House, Noida

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MBA (SEMESTER-II)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

MGL – 452: FINANCIAL MANAGEMENT

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none">• Financial Management: Meaning and Nature; Financial Goal-Profit vs. Wealth Maximization; Finance Functions-Investment, Financing, Liquidity and Dividend Decisions. Financial Planning- Capitalization, Theories of Capitalization.• Instruments of finance: Long Term and Short Term
SECTION B
<ul style="list-style-type: none">• Cost of Capital: Meaning and Significance of Cost of Capital; Calculation of Cost of Debt, Preference Capital, Equity Capital and Retained Earnings; Combined Cost of Capital (Weighted).• Capital Structure Theories: Conceptual Framework. Determinants. Net Income Approach, Net Operating Income Approach, Intermediary Approach and M.M. Hypotheses with Special Reference to the Process of Arbitrage.
SECTION C
<ul style="list-style-type: none">• Operating and Financial Leverage: Measurement of Leverages; Analyzing Alternate Financial Plans; Financial and Operating Leverage, Combined Leverage. EBIT and EPS Analysis.• Capital Budgeting: Nature of Investment Decisions; Investment Evaluation Criteria- Non-Discounted Cash Flow Criteria, Discounted Cash Flow Criteria; Risk Analysis in Capital Budgeting (Practical Through Excel).• Dividend Policies: Issues in Dividend Decisions. Forms of Dividends; Theories of Relevance and Irrelevance of Dividends.

SECTION D

- **Management of Working Capital:** Meaning, Significance and Types of Working Capital; Approaches of Working Capital; Calculating Operating Cycle Period and Estimation of Working Capital Requirements.
- **Management of Cash:** Strategies, Baumol's, Miller-Orr's and Beranek's Models of Cash Management.
- **Management of Receivables:** Credit Policy, Credit Terms and Collection Efforts.

References:

1. Bhattacharya, Hrishlkas: Working Capital Management: Strategies and Techniques. Prentice Hall, New Delhi.
2. Brealey, Richard A and Seward C. Myers: Corporate Finance, McGraw Hill. Int. Ed, New York.
3. Chandrara, Prasanna: Financial Management, Tata McGraw Hill, Delhi
4. Hampton, John: Financial Decision Making, Prentice Hall, Delhi
5. Pandey, I.M: Financial Management, Vikas Publishing House, Delhi
6. Van Horne. James G. and J.M. Wachowicz Jr.: Fundamentals of Financial Management. Prentice Hall, Delhi.
7. Khan MY, Jain PK: Financial Management; Tata McGraw Hill, New Delhi.

MGL-453: MARKETING MANAGEMENT

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none">• Introduction to Marketing: Meaning, Nature and Scope of Marketing, Core Marketing Concepts, Marketing Philosophies, Marketing Management Process, Marketing Mix.• Market analysis: understanding marketing environment, consumer and organization buyer behavior, market measurement and marketing research, market segmentation, targeting and positioning. Concept of customer retention and relationship marketing.
SECTION B
<ul style="list-style-type: none">• Product Planning And Pricing: Key Concepts , Product Classification, Major Product Decisions, Product Life Cycle, New Product Development Process, Branding Decisions And Positioning, Packaging Decisions.• Pricing Decisions: Pricing Objectives, Factors Influencing pricing Decisions, Pricing Methods and Strategies
SECTION C
<ul style="list-style-type: none">• Distribution Decisions: Role of Intermediaries, Channel Levels, Types and Nature of Intermediaries, Factors Influencing Distributing Decisions, Channel Conflict, E-Commerce Marketing Practices, Types and Functions of Wholesalers And Retailers.• Marketing Communications: The Marketing Communication Process, The Promotion Mix, Factors Guiding The Selection Of Promotion Mix, Advertising And Its Objectives, Developing The Advertising Campaign; Sales Promotion And Its Objectives, Tools Of Sales Promotion, Public Relations And Major Tools; Events And Experiences. Personal Selling: Nature And Process , Direct Marketing

SECTION D

- Marketing Organization and Control: Organization for Marketing, Marketing Implementation and Control,
- Ethics In Marketing
- Emerging Trends and Issues in Marketing: Rural Marketing, Societal Marketing, Direct and Online Marketing, Green Marketing, Retail Marketing.

Suggested Readings:

1. Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar; Marketing Management: South Asian Perspective. 13th Edition. Pearson Education, New Delhi, 2009.
2. Ramaswamy, V.S. and Namakumari, S., Marketing Management: Global Perspective, Indian Context, 4th edition, MacMillan.
3. Kurtz, David L. and Boone, Louis E., Principles of Marketing, Thomson South-Western, 12th edition.
4. Enis, B. M., Marketing Classics: A Selection of Influential Articles, New York, McGraw-Hill, 1991.
5. Saxena, Rajan, Marketing Management, Tata McGraw-Hill, New Delhi, 2006.

MGL-454: HUMAN RESOURCE MANAGEMENT

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Human Resource Management (HRM): Nature, Scope, Objectives and Functions of HRM, Evolution of HRM, Changing Trends in HRM. • Strategic Planning and HRM (SHRM): Meaning, Features, Differences Between SHRM and HRM. • Human Resource Planning (HRP): Concept, Need and Importance of HRP, Factors Affecting HRP, Human Resource Planning Process.
SECTION B
<ul style="list-style-type: none"> • Job Analysis: Meaning and Objective, Process, Methods of Collecting job data, Uses of Job Analysis, Problems of Job Analysis. • Recruitment and Selection: Meaning and Factors Governing Recruitment, Recruitment Sources and Techniques. Meaning and Process of Selection, Problems associated with Recruitment and Selection. • HR Training and Development: Concept and Need, Process of Training and Development Programme: Identification of Training and Development Needs, Objectives, Strategy & Designing of Training and Development, Implementation and Methods of Training Programme and Levels of Training Evaluation, Impediments to Effective Training.
SECTION C
<ul style="list-style-type: none"> • Employee Separation and Retention: Concept, Types of Employee separations, Factors Responsible for High Employee Turnover, Managing Early Retirements, Lay-offs and Voluntary Turnover, Outplacement. • Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal. • Job Evaluation: Meaning, Process and Methods of Job Evaluation.

SECTION D

- **Managing Compensation and Employee Remuneration:** Concept, Objectives, Components of Employee Remuneration, Factors Influencing Employee Remuneration, Challenges of Remuneration.
- **Incentives:** Concept, Importance and Process of Incentives.
- **Fringe Benefits:** Meaning, Forms and Administration of Benefits.
- **Managing Diversity:** Concept, Approaches to Managing Diversity, Challenges in managing employee diversity, Diversity Training.

Suggested Readings:

- 1) Dessler, Gary, “*Human Resource Management*”, New Delhi, Pearson Education Asia.
- 2) Durai, Pravin, “*Human Resource Management*,” New Delhi, Pearson.
- 3) Noe, Raymond A., Hollenbeck, John R, Gerhart, Barry, Wright, Patrick M., “*Human Resource Management: Gaining a Competitive Advantage*,” New Delhi, McGraw-Hill.
- 4) Mathis, Robert L. and Jackson, John H., “*Human Resource Management*,” New Delhi, Thomson.
- 5) Gomez, Meja, Balkin, Cardy, “*Managing Human Resources*,” New Delhi, Pearson Education.
- 6) Aswathappa, K., “*Human Resource Management*”, *Text and Cases*. New Delhi, Tata McGraw – Hill.
- 7) Snell, Scott, and Bohlander, George, “*Human Resource Management*,” New Delhi, Cengage Learning.
- 8) Mamoria and Rao, “*Personnel Management*”, New Delhi, Himalaya Publishing House.

MBA (SEMESTER-II)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

MGL 455: PRODUCTION AND OPERATIONS MANAGEMENT

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Concept of Production & Operations Management, Recent trends and issues. Product and Service Continuum • Types of Production Systems. • Operations Strategy: Linkage with Corporate Strategy, Market Analysis, Competitive Priorities and Capabilities. • New Product Design and Development.
SECTION B
<ul style="list-style-type: none"> • Plant Location decision: factors affecting location and techniques for location analysis and • Plant Layout: Factors affecting layout and types • Scheduling for Manufacturing Systems: Production Scheduling Techniques – Sequencing, Gantt. Charts, Network Analysis.
SECTION C
<ul style="list-style-type: none"> • Work study process: Methods Analysis – Various Charts, Work Measurement - techniques. • Value Analysis. • Resources Planning: Aggregate Planning MRP (Bills of Materials & Product Structure), Enterprise Resource Planning, Resource Planning in Services. • Quality Issues: Concept of Quality, Statistical Quality Control.
SECTION D
<ul style="list-style-type: none"> • Just in Time Manufacturing Systems. • Inventory Management: Concept and Classification of Inventory, Relevant Costs for Inventory Decisions. Inventory Control Models, Reorder level, Lead Time and Safety Stock. • Supply Chain Management: Concept & Components of Supply Chain.

Suggested Readings:

1. Operations Management Theory & Practice, B. Mahadevan, Pearson Education.
2. Production & Operations Management, Kanishka Bedi, Oxford Higher Education.
3. Operations Management Processes & Value Chains, L.J. Krajewski & L.P. Ritzman, Pearson Education.
4. Operations Management – For Competitive Advantage, Richard B Chase, F Robert Jacobs, Nicholas J Aquilano and Nitin K Agarwal, The McGraw Hill Companies.
5. Quantitative Techniques in Management, N. D.Vohra, McGraw Hill.

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MBA (SEMESTER-II)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

MGS-457:

SEMINAR

Credits: 0-0-2

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MBA (SEMESTER-II)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

MGL-458: CASE STUDIES IN MANAGEMENT

Credits 2-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>Case 1: Aviva Life Insurance Company india Ltd. Reducing Policy: Turant time to build Customer Satisfaction. Source: Case studies in Consumer Behaviour. S.Ramesh Kumar, Pearson.</p> <p>Case2 :MakemyTrip.Com(A) pp.244-260 MKTG: A South Asia Perspective Lamb, Hair, Sharma,Mc Domel</p>
SECTION B
<p>Case 1: Romantic Rides of Fiery Thrills: Positioning a Motorcycle Brand in the Indian Context pg. 1-14 Source: Case studies in Consumer Behaviour. S.Ramesh Kumar, Pearson.</p> <p>Case 2: Near Misses in Shinghanian Textile Mills(Source: S.N Bagchi, Performance, 2010, Cengage Learning, Delhi, pp. 179-184)</p> <p>Case 3: Sakshi Garments Ltd(Source: Biswajeet Pattanayak, Human Resource Management, Fouth Edition, 2014, PHI Learning, Delhi, pp. 629-630)</p>
SECTION C
<p>Case1: Are Five Heads Better Than One?(Source: Robbins Judge and Sanghi, Organizational Behaviour, Pearson Education, New Delhi, pp. 769-771).</p> <p>Case2: Tata's "Dream Car" Plant Location- Production and Operations Management, Oxford Publications, Second Edition, pp. 164-166.</p> <p>Case3: Hindustan Lever Limited: (Source: By I M Pandey, Financial Management, Vikas Publishing House Pvt Ltd, pp-192)</p>
SECTION D
<p>Case1: Richa Foods Company(Source: By I M Pandey, Financial Management, Vikas Publishing House Pvt Ltd, pp-263)</p> <p>Case2: Ganpati Limited (Source: By Paresh Shah, Financial Management, Bizantantra Publications, pp-1141)</p>

MBA (SEMESTER-III)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

MGL 504: ENTREPRENEURSHIP DEVELOPMENT AND MSME's

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Entrepreneurship: Concepts, Types, Characteristics, Classification, Nature and Functions. Developing Corporate Entrepreneurship. • Understanding Entrepreneurship Perspective: Entrepreneurship Motivation. • Developing Creativity and Understanding Innovation. •
SECTION B
<ul style="list-style-type: none"> • Ethics and Social Responsibility of an Entrepreneur. • Role of Entrepreneurship in Economic Development. • Entrepreneurial Decision Process. • Micro, Small and Medium Enterprises
SECTION C
<ul style="list-style-type: none"> • Process of setting up of a small scale industrial enterprise, legal requirements in setting up, governmental policies for SMEs. Entrepreneurial support system: SIDBI, TCO, NIESBUD, DICs, NIDC, NSIC, EDI Ahmedabad, NABARD, SFC's, NIMSME. • Entrepreneurship Development Program: Meaning and Objectives of EDPs, factors of successful EDP, Role of EDPs in entrepreneurial development.
SECTION D
<ul style="list-style-type: none"> • Environmental Assessment: Macro and Micro View. Project Management Concept. Generation and Screening of Project Ideas: Sources and Methods. Feasibility Study. Time and Cost Overrun. Market and Demand Analysis. Technical Analysis. Financial Analysis, Local Cost Benefit Analysis, Developing an Effective Business Plan

Suggested Readings:

1. Hisrich, Robert D and Peters, Michael P, Entrepreneurship, Delhi, Tata McGraw Hill, 2002.
2. Holt, David H, Entrepreneurship: New Venture Creation, Delhi, Prentice Hall of India, 2001.
3. Cliffton, Davis S. and Syflie, David E, "Project Feasibility Analysis" , 1977 John Wiley, New York.
4. Chandra, Prasanna, Projects : Preparation, Appraisal, Budgeting and Implementation., New Delhi, Tata McGraw Hill
5. Mohanty Keshari: Fundamentals of entrepreneurship, PHI Learning Pvt. Limited.
6. Kuratko.D.F.,Rao T.V.:Entrepreneurship-ASouth-Asian Perspective, Cencage Learning India Pvt. Ltd.

MBA (SEMESTER-III)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

MGS – 503:

SEMINAR

Credits 0-0-2

GROUP A: FINANCE

MGL 531: MANAGEMENT CONTROL SYSTEMS

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none">• Understanding Strategy: Concept of Strategy and its Need, Corporate & Business Level Strategies• Management Control System: Nature, Scope & Process of Management Control System, Pre-requisites of a Successful Management Control System, Relationship & Distinction between Strategic Planning, Operational Control and Management Control Cases; Xerox Corporation (A); NUCOR (A)• Behavioural Aspects Of Management Control: Goal congruence – factors affecting goal congruence – formal and informal systems. NUCOR (B) Case
SECTION B
<ul style="list-style-type: none">• Management Control Structure: Types of Organization Structures & its Implications to MCS, Matching structure to strategy, Controller’s organization- Functions & Role of Controller, Rendell Company case• Responsibility Accounting: Meaning, Responsibility Centre-Types, Advantages and Implementation.• Transfer Pricing: Objectives, Types & Methods of Transfer Pricing, Arms Length Principle, Issues in Fixing Transfer Pricing, Managing Inter-Departmental Conflicts Related to Transfer Pricing, International Transfer Pricing. General Appliances corporation case

SECTION C

- **Activity Based Costing:** Need Over Existing Traditional Costing Systems, Meaning & Nature of Activity Based Costing, Steps in Implementing ABC, Utility of ABC for Managerial Decision Making and Improving Cost Management & Profitability.
- **Budgeting and Budgetary control:** Preparation of Budgets, Relevance of Budgetary Control in MCS, Behavioural Aspects of budgets.
- **Performance Measurement:** Financial & Non-Financial Measures, Return on Sales, ROI, Residual Income, Economic Value Added & Market Value Added, Performance Measurement Issues in Case of MNCs.

SECTION D

- **Balanced Score Card:** Four Perspectives, Aligning BSC to Strategy, Features of a Good BSC, Implementation of BSC and Pitfalls of BSC.
- **Management Compensation & Rewards:** Principles of Managerial Compensation, Linking Rewards to Performance, Types of Rewards & Compensation.
- **Management Control Systems in Services organizations and Multinational Corporations**

Suggested Readings:

1. Management Control System, Robert Anthony and Govindrajana, Tata McGrawHill Pub.
2. Management Control Systems – P. Saravnaval, Himalaya Publications.
3. Management Control Systems – Using Adaptive Systems to Attain Control – Joseph A. Maciariello & Calvin J Kirby, Second Edition, Prentice Hall of India.
4. Cost Accounting – A Management Emphasis, Charles Horngren, Srikan Datar, George Foster, Pearson Publications.

GROUP A: FINANCE

MGL 532: CAPITAL MARKETS & INVESTMENT MANAGEMENT

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none">• Introduction: Evolution, Structure and Functions of Capital Market in India• New Issue Market: Meaning, Functions and Mechanics of Floating New Issues-Public Issues, E-IPOs, Book Building, Private Placement, New Financial Instruments, Reforms in New Issue Market
SECTION B
<ul style="list-style-type: none">• Stock Exchange: Organisation, Management, Membership Rules of Stock Exchange, Listing of Securities; Trading on a Stock Exchange-Online Trading, Internet Trading; Recent Reforms in the Stock Exchanges• Clearing and Settlement: Clearing and Settlement-Process, Account Period Settlement, Rolling Settlement, Derivatives Market: Products, Participants and Functions, Derivatives Market in India
SECTION C
<ul style="list-style-type: none">• Regulation of Capital Market in India• Depository System: Need, Process and Progress• Security Analysis: Concept and Types of Risk and Return, Risk- Return Trade-off, Valuation of Equity Shares, Preference Shares, and Debentures, Factors influencing Share Prices• Investment Analysis: Fundamental Analysis
SECTION D
<ul style="list-style-type: none">• Technical Analysis, Efficient Market Hypotheses, Capital Asset Pricing Model(CAPM), Arbitrage Pricing Theory• Portfolio Management: Construction, Revision and Evaluation

MBA (SEMESTER-III)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

Suggested Readings:

1. Sharpe, William F., Gordon J. Alexander and Jeffrey V. Bailey, Investments (Prentice Hall of India).
2. Fabozzi, Frank Investment Management (Prentice Hall).
3. Haugen, Robert A. The Inefficient Stock Market (Prentice Hall).
4. Taggart, Robert A., Quantitative Analysis for Investment Management (Prentice Hall).
5. Richard Brealey and Steward Myers. Principles of Corporate Finance, McGraw-Hill.
6. Dimson, E. (ed.): Stock Market Anomalies (Cambridge: Cambridge University Press).
7. Khan, M Y, Financial Services, Tata McGraw Hill Publishing Company, New Delhi.
8. Singh, Preeti Investment Management, Himalaya Publishing House, New Delhi.
9. Avadhani, V A Investment Management, Himalaya Publishing House, New Delhi
10. Annual Reports of RBI
11. Annual Reports of SEBI

Journals:

1. SEBI Bulletin
2. Capital Market
3. NSE Newsletter
4. The Stock Exchange Review (Bombay Stock Exchange)
5. SEBI and Corporate Laws (Laxmann)

Websites:

www.sebi.gov.in
www.bseindia.com
www.nseindia.com
www.iseindia.com
www.stockholding.com
www.capitalideasonline.com
www.indiainfoline.com
www.rbi.org.in
www.goidirectory.nic.in
www.otcei.net
www.capitalmarket.com

GROUP B: MARKETING

MGL-533: CONSUMER BEHAVIOUR

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none">• Introduction to Consumer Behaviour: Nature, Scope and Importance.• Consumer Motivation: Nature of Motivation; Types of Consumer Needs and Motives; Dynamics of Motivation; Need Conflict; Need Hierarchy Theory of Motivation and its Applications; Measurement of Motives.• Personality and Consumer Behaviour: Definition of Personality; Theories of Personality; Personality and Consumer Diversity; Self Concept and Self Image; Life Style and Psychographics.
SECTION B
<ul style="list-style-type: none">• Consumer Perception: Elements of Perception; Dynamics of Perception, Perceptual Process; Perception and Marketing Strategy; Perceived Risk.• Consumer Learning: Elements of Consumer Learning; Behavioural Theories and Cognitive Theories of Learning.• Consumer Attitude Formation: Definition of Attitudes; Structural Models of Attitudes; Attitude Theories; Attitude Formation; Strategies of Attitude Change; Measuring Attitude.
SECTION C
<ul style="list-style-type: none">• Reference Group and Family Influences: Power of Reference Groups; Types of Consumer Related Reference Groups; Celebrity and Other Reference Group Appeals; Family Decision Making and Consumption Related Roles; Family Life Cycle.• Social Class: Definition; Measurement of Social Class; Social Class Dynamics.• Cultural and Sub cultural Influences on Consumer Behaviour: Definition of Culture and Subculture; Affect of Culture on Consumer Behaviour; Nature of Culture; Measurement of Culture; Subculture and Consumer Behaviour; Subcultural Categories.

SECTION D

- Diffusion of Innovation; Diffusion Process; Adoption Process.
- Opinion Leadership: Definition; Dynamics of the Opinion Leadership Process; Motivation behind Opinion Leadership
- Consumer Decision Making: Consumer Decision Process; Types of Decisions; Information Search Process; Alternative Evaluation and Selection; Decision Rules.
- Models of Consumer Behaviour: E.K.B; Howard and Sheth; Nicosia's Model.

Suggested Readings:

1. Schiffman, I. G. and Kanuk, L. L. Consumer Behaviour, New Delhi, Pearson Education, 2007.
2. Blackwell, Roger D., Miniard, Paul W., and Engel James F. Consumer Behaviour, Cengage, 2006.
3. Solomon, Michael R. Consumer Behaviour, New Delhi, Pearson Education, 2003.
4. Assael, Henry Consumer Behaviour and Marketing Action, Cengage, 2006
5. Loudon, David L. and Della Bitta, Albert J., Consumer Behavior, Tata McGraw-Hill, Fourteenth Edition, 2002.

GROUP B: MARKETING

MGL 534: MARKETING RESEARCH

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>Marketing Research: Definition, Role of marketing research in marketing decision making; Marketing Information System, Role of Marketing Research in Management Information System and Decision Support System.</p> <p>Marketing Research Process: Steps in conducting marketing research</p> <p>Organization for Marketing Research: organizing the marketing research department; Understanding the marketing research industry</p>
SECTION B
<p>Defining Marketing Research Problem: Importance of defining the problem and developing an approach, process of defining the problem, components of the approach</p> <p>Secondary Data in Marketing: Criteria for evaluating secondary data, Internal secondary data, syndicated and non-syndicated Sources.</p> <p>Scaling design: Comparative and Non- Comparative Scaling Techniques.</p> <p>Multi Item Scale development: Scale evaluation: Measurement Accuracy, Reliability and Validity, generalizability</p>

SECTION C

Applications of Marketing Research in Marketing: Traditional Applications: Product Research, Price Research, Distribution Research and Promotion Research.

Contemporary Applications: Brand Equity and Customer Satisfaction

Emerging Applications: E – Commerce, Database Marketing, Mobile Marketing, Social Marketing and Relationship Marketing.

SECTION D

Statistical Designs: Completely Randomized Design with ANOVA, Randomized Block Design with ANOVA, Latin Square Design with ANOVA

Data Analysis Techniques: Factor Analysis, Cluster Analysis

Suggested Readings:

1. Malhotra, Naresh and Dash, Satyabhushan Marketing Research: An Applied Orientation, 6th Edition, Pearson, 2010
2. Churchill Gilbert A and Iacobucci Dawn: Marketing Research: Methodological Foundations, 9th Edition, Thomson, 2007.
3. Nargundkar R, Marketing Research, Tata McGraw Hill, New Delhi, 2002.
4. Aaker, Kumar, Day & Leone, 2011, Marketing Research 10th Edition, Wiley India.
5. Harper, W.Boyd, (Jr.), Ralph Westfall and Tandoy, F- Starsch Marketing Research, All India Travellers Bookseller, Delhi, 2002.
6. Paul, E. Green and Donald, S.Tull, Research for Marketing Decisions, Prentice Hall of India Pvt. Ltd., Delhi.

GROUP-C: HUMAN RESOURCE MANAGEMENT

MGL-536: ORGANISATIONAL CHANGE AND DEVELOPMENT

Credits 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Organisational Change: Concept, Forces of Change, Types of Change, Theoretical Frameworks of Organisational Change; Life Cycle Theory, Teleological Theory, Dialectical Theory, Evolutionary Theory. Perspective on Organisational Change: Contingency Perspective, Resource Dependence Perspective, Population- Ecology Perspective, Institutional Perspective, Evolutionary Perspective, Process Oriented Perspective, Spiritual Perspective.
SECTION B
Model of Change: Lewin's Models of change, Galpin's change, Scheins Model of Change. Nadler-Tushman Congruence Model, Weisbord's Six Box Model, Tichy's TPC Model. Resistance to Change: Concept, Nature, Factors Contributing to resistance, Mechanism Underlying Resistance: Behavioural Elements, Cognitive and Affective Processes; Recognizing Resistance, Managing Resistance to Change.
SECTION C
Implementing Organizational Change: Change Management Techniques, Change Management Skills, Organisational Change Strategy. Introduction to Organization Development: Concept and Nature. Process Of Organization Development: Entering And Contracting, Diagnosing Organization, Diagnosing Groups And Jobs & Collecting and analysing Information, Feedback of Diagnostic Information, Designing Interventions.
SECTION D
OD Interventions: Individual, Interpersonal, Group Process Approaches Organization Development In Global Settings: Organization Development Across Different Countries, Worldwide Organization Development, Global Social Change. Future Directions In Organization Development.

Suggested Readings:

1. Sharma Radha R., *Change Management, Concept and Applications*, Tata McGraw Hill, New Delhi, 2007.
2. Beer, Michael and Nohria, Nitin, *Breaking the Code of Change*, Harvard Business School Press, 2000.
3. Cummings & Worley, "Organization Development & Change", Cengage Learning, New Delhi, 2009
4. French & Bell, "Organization Development", Prentice Hall Of India, New Delhi-2007.
5. Brown & Harvey, "An Experiential Approach To Organization Development", Pearson Education, New Delhi-2010.

GROUP-C: HUMAN RESOURCE MANAGEMENT

MGL-543: LABOUR LEGISLATIONS AND SOCIAL SECURITY

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none">• Labour Legislation: Introduction, Principles and Types of Labour Legislation, Forces Influencing Labour Legislation in India.• Wages and Bonus Laws: Minimum Wages Act, 1948; Payment of Wages Act, 1936; Payment of Bonus Act, 1965
SECTION B
<ul style="list-style-type: none">• Laws Relating to Working Conditions: Factories Act, 1948; Contract Labour (Regulation and Abolition) Act, 1970; Child Labour (Prohibition and Regulation) Act, 1986.
SECTION C
<ul style="list-style-type: none">• Industrial Relations Laws: Trade Unions Act, 1926; Industrial Disputes Act, 1947, Industrial Employment (Standing Orders Act), 1946.• Social Security: Introduction, Need for Social Security, Main elements of Social Securities : Social Assistance, Social Insurance; Major Trends and Emerging Issues in Social Security.
SECTION D
<ul style="list-style-type: none">• Social Security Laws : Workers Compensation Act, 1923; Employee's State Insurance Act, 1948; The Employee's Provident Fund and Miscellaneous Provisions Act, 1952; The Payment of Gratuity Act, 1972; The Unorganised Workers' Social Security Act, 2008.

Suggested Readings:

1. S.N. Misra, Labour and Industrial Laws, Latest Edition, Central Law Publications, Allahabad.
2. Sarma, A.M., Industrial Jurisprudence and Labour Legislation, Latest Edition, Himalaya Publishing House, Mumbai.
3. Sinha, P.R.N., Sinha, Indu Bala and Shekhar, Seema Priyadarshini, Industrial Relations, Trade Unions and Labour Legislation, Latest Edition, Pearson Education, New Delhi.
4. N.D. Kapoor, Handbook of Industrial Law, Latest Edition, Sultan Chand & Sons, New Delhi.
5. R. Sivarethnamohan, Industrial Relations and Labour Welfare, Latest Edition, PHI Learning, New Delhi.

GROUP –D: INTERNATIONAL BUSINESS

MGL-538: MANAGEMENT OF INTERNATIONAL BUSINESS OPERATIONS

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • International Business: Introduction, Why Companies Engage in IB, Risks in Internationalisation. Multinational Firms: Nature; Rationale; Goals and Constraints • Orientation of a Multinational: Ethno, Poly, Regio and Geocentric Firms.
SECTION B
<ul style="list-style-type: none"> • Cultural Context for International Management: Meaning of Culture, National, Professional and Corporate Culture, Interpretations of Culture, key Dimensions of Culture, Dealing with Cultural Differences. • Foreign Market Entry Modes: Direct and Indirect Entry Modes, Choice of Entry Mode, FDI and Collaborative Ventures, Managing Collaborative Ventures, Licensing, Franchising, and Other Contracts.
SECTION C
<ul style="list-style-type: none"> • Global Sourcing: Trends Towards Outsourcing, Evolution of Global Sourcing, Benefits and Challenges, Implementation of Global Sourcing through Supply Chain Management, Risks in Global Sourcing and Strategies for Minimising Risk. • Global Strategy and Organization: Role of Strategy; the Integration- Responsiveness Framework; Distinct Strategies emerging from the Integration-Responsiveness Framework. Organizational Structure for international firms.
SECTION D
<ul style="list-style-type: none"> • Global Market Opportunities Arrangements; Overview of Global Market Opportunity assessment; Task One: Analyze Organizational Readiness to Internationalize; Task Two: Assess the Suitability of the Firms and Products and Services for Foreign Markets; Task Three: Screen Commodities to Identify Markets; Task Four: Assess Industry Market Potential; Task Five: Select Foreign Business Partners; Task Six: Estimate Country Sales Potential. • International Human Resource Strategy: international staffing policy, training selected people, compensating employees, diversity in international workforce.

Suggested Reading:

1. Cavusgil, S. Knight Gary and Riesenberger, John R., International Business – Strategy Management and the New Realities, Pearson Education.

GROUP –D: INTERNATIONAL BUSINESS

MGL-544: INTERNATIONAL FINANCIAL AND ECONOMIC ORGANIZATIONS

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

- **International Political Economy:** Concept; Traditional Schools of International Political Economy; Interests and Institutions in International Political Economy; Emergence of Global Institutions.
- **International Monetary Fund (IMF):** Origin, Functions, Purposes, Organizational Set up, Instruments of IMF Lending and their Evolution; Key Features of IMF Lending; IMF Lending to Poor Countries; International Liquidity and SDRs.
- **World Bank Group Institutions: - International Bank for Reconstruction and Development (IBRD):** Financing of Development; the Millennium Development Goals; Bank Prescriptions for the Borrowers.

SECTION B

- **International Development Association (IDA):** Origin; Functions; Role; Key areas of IDA operations; Support and Financing framework.
- **International Finance Corporation (IFC):** Origin; Functions; Role; Advisory Services; Operations; Monitoring and Evaluation
- **Multilateral Investment Guarantee Agency (MIGA):** Functions and role
- **International Center for Settlement of Investment Disputes (ICSID):** Functions and Role.

SECTION C

- **Organisation for Economic Co-operation and Development (OECD):** Functions and Role
- **United Nations Conference on Trade and Development (UNCTAD):** Origin; Functions, Sustainable Development and Poverty Reduction; Trade and Development; Approach towards Developing and Least Developed Countries (LDCs); International Commodity Agreements.
- **Conflicts and Negotiations in International Business:** Factors Causing Conflicts; Conflict between Host Country and the Transnational Country Negotiations; Role of International Agencies in conflict resolutions.

SECTION D

- **The Multilateral Trading System:** the creation of Postwar Trade System; General Agreement on Tariffs and Trade (GATT); the Evolution of Multilateral Trade System: the Uruguay Round Package and World Trade Organization (WTO); Organizational Structure of WTO.
- **International Labour Organization(ILO) :** Origin and Functions; Role of ILO: Decent Work; Social Dialogue; Standards, Freedom of Association; Forced Labour; Child Labour; Discrimination; Employment and Income; Wages and Other Conditions of Employment; Social Protection; Health and Safety and HIV/AIDS.

Suggested Readings:

1. Rao, P. Subba, International Business, Text and Cases, IInd edition, Himalaya Publishing House Pvt. Ltd. New Delhi, 2008.
2. Oatley, Thomas, International Political Economy, Pearson Education, 2004.
3. Gilpin, Robert, Global Political Economy- Understanding the International Economic Order, Orient Longman Pvt. Ltd., Hyderabad, 2008.
4. Sweezy, Paul.M, The Theory of Capitalist development, K P Bagchi and Company, New delhi, 19991.

Websites:

1. http://www.wto.org/english/thewto_e/whatis_e/whatis_e.htm
2. <https://www.imf.org/external/about.htm>
3. <http://www.worldbank.org/ida/>
4. <http://unctad.org/en/Pages/AboutUs.aspx>

MBA (SEMESTER-III)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP-E: PRODUCTION AND OPERATIONS

MGL 539: MANAGEMENT CONTROL SYSTEMS

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

- **Understanding Strategy:** Concept, Corporate & Business Level Strategy, Brief Introduction to BCG Model, Porters 5-Force Model and Value Chain Analysis.
- **Management Control System:** Nature, Scope & Process of MCS, Pre-requisites of a Successful MCS, Relationship & Distinction between Strategic Planning, Operational Control and Management Control
- **Behavioural Aspects Of Management Control:** Goal Congruence, Motivation, Managerial Styles, Corporate Culture, Implementing Change and Resistance to Change, Inter-Unit Conflict & Co-operation
- **Management Control Structure:** Types of Organization Structures & its Implications to MCS, Centralization vs. Decentralization, Autonomy, Responsibility & Motivation, Matching Structure to Strategy, Controller's Organization- Functions & Role of Controller, Characteristics of a Strong Controller.

SECTION B

- **Responsibility Accounting:** Meaning, Responsibility Centre-Types, Advantages and Implementation.
- **Activity Based Costing:** Need over existing Traditional Costing Systems, Meaning & Nature of Activity Based Costing, Steps in Implementing ABC, Utility of ABC for Managerial Decision Making and Improving Cost Management & Profitability.
- **Corporate Governance & Internal Controls:** External Audits, Internal Controls & Audits, Multiple roles of an Auditor, Whistle blower in organization, Management Audit: Meaning, Rationale & Techniques of Management Audit, Distinction between Financial, Cost & Management Audit, Methodology and Reports in Management Audit. Corporate Governance

SECTION C

- **Suggested Case Discussion:** ENRON, SATYAM, WORLDCOM.
- **Performance Measurement:** Financial & Non-Financial Measures, ROI, Residual Income, EVA & Return on Sales, Steps of Evaluating Performance in Organization, Performance Measurement in MNC.
- **Balance Score Card:** Four Perspectives, Aligning BSC to Strategy, Features of a good BSC, Implementation of BSC and Pitfalls of BSC.
- **Relevance of Budgeting Control in MCS, Behavioural Aspects of Budgets**

MBA (SEMESTER-III)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

SECTION D

- **Management Compensation & Rewards:** Linking Rewards to Performance, Reward Criteria, Performance Variables, Basic Trade off: Creating Incentive vs Imposing Risk, Moral Hazard, Types of Rewards & Compensations, Individual, Team Based & Executive Compensation
- **Transfer Pricing:** Arms Length Principle, Issues in Fixing Transfer Pricing, Objectives, Types & Methods of Transfer Pricing, Managing Inter-Departmental Conflicts Related to Transfer Pricing, Administration & Negotiation on Transfer Pricing, International Transfer Pricing.
- **Relevance of MIS in MCS:** Reporting and Information System in Organization and Control Implications

Suggested Readings:

- Management Control System, Robert Anthony and Govindrajana, Tata McGrawHill Pub.
- Management Control Systems – P. Saravnaval, Himalaya Publications.
- Management Control Systems- Using adaptive systems to attain Control- Joseph A Maciariello & Calvin J Kirby, second Edition, Prentice Hall of India.
- Cost Accounting- A Management Emphasis, Charles Horngren, Srikan Datar, George Foster, Pearson Publications.

GROUP-E: PRODUCTION AND OPERATIONS

MGL –540: PRODUCTION PLANNING & CONTROL

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Production Planning and Control Function: Material Requirement Planning; Production-Inventory Systems; Forecasting: Time Series Methods; Smoothing Methods, Decompositions Methods. Monitoring Forecast Errors and Control of Forecasting Procedures; • Job Shop Planning; Scheduling and Control.
SECTION B
<ul style="list-style-type: none"> • Location of Facilities: Dimensional Analysis. Brown and Gibson's Method, Multi Plant Locational Analysis. • Layout of Facilities: Mass or Continuous Production, the Job-Shop Intermittent System of Production. Computerised Relative Allocation of Facilities Technique. Relationship Diagrams.
SECTION C
<ul style="list-style-type: none"> • Aggregate Planning– Production Scheduling, Sequencing. Material Requirement Planning. • Just-in-Time Production; Line Balancing; Planning for High Volume Standardized Products; Procedures and Documentation in Production Planning and Control; Application of Computers;
SECTION D
<ul style="list-style-type: none"> • Maintenance and spares management; Querying theory for maintenance work study and Incentives; Method study and time and motion studies; • Incentive Schemes.

Suggested Readings:

1. Burbidge. John L. *Principles of Production Control*. London. Donald and Evans,1981.
2. Caubang, Ted C. *Readings on Production Planning and Control*. Geneva, ILO.
3. Greene, James H. *Production and Inventory Control Handbook*. New York, McGraw Hill, 1987.
4. Mc Leavey. Dennis Wand Narasimhan. S L. *Production and Inventory Control*. Boston, Allyn and Bacon.1985.
5. Peterson. R and Silver, E A. *Decision Systems for Inventory Management and Production Planning*. New York, John Wiley, 1979.
6. Vollmann, T E. etc. *Manufacturing Planning and Control*. Homewood. Illinois. Richard D Irwin, 1988.
7. Chary S.N., *Theory & Problems in Production and Operations Management*, Tata McGraw Hill, New Delhi.

MBA (SEMESTER-III)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP – F: INFORMATION TECHNOLOGY

MGL-541: MANAGEMENT INFORMATION SYSTEMS

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • MIS Need and Concepts, Factors Influencing MIS and Characteristics of MIS. Data and Information. Technology of MIS. Structure of MIS. Decision Making and Role of MIS. Data communication. Basic H/W Required, Channel Features and Concept of Distributed Databases.
SECTION B
<ul style="list-style-type: none"> • Telecommunications and Networks: An Overview of Telecommunications; Networks and Distributed Processing, Internet, Intranet and Extranet. • Planning for MIS; System Development Methodologies; Conceptual and Detailed Designs of MIS.
SECTION C
<ul style="list-style-type: none"> • System Implementation Strategies and Process; System Evaluation and Maintenance. • Introduction to Data Base and Access: Viewing and Editing Data; Sorting and Indexing Printing Reports and Labels
SECTION D
<ul style="list-style-type: none"> • Managing Multiple Tables. Forms, Queries, Reports. • Managing International Information Systems: Organizing International Information Systems; Managing Global Systems; Technology Issues and Opportunities.

References

1. Jerome Kantler : Management Information System, Prentice Hall of India Pvt. Ltd. New Delhi, 1984.
2. Laondon & Laodon: Management Information System, Prentice Hall of India Pvt. Ltd., New Delhi, 1999.
3. Davis and Oslon: Management Information System, Tata McGraw Hill Publications, New Delhi, 2nd edition, 1984.
4. Murdick & Ross: Information Systems for Modern Management, Prentice Hall of India Pvt. Ltd., New Delhi, 3rd edition, 1984.
5. London, Kenneth C. and London, Lane P., “Management Information Systems”, PHI.

MBA (SEMESTER-III)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP –F: INFORMATION TECHNOLOGY

MGL-542: DECISION SUPPORT SYSTEMS

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Concept of Decision Making, Decision-Making Process, Simons Model, Programmed Vs. Non-Programmed Decisions, Decisions Models: Decision Making Under Assumed Certainty, Risk & Uncertainty, Quantitative Tools for Decision Making. • Introduction to Decision Support Systems, Characteristics & Objectives, DSS & its Applications
SECTION B
<ul style="list-style-type: none"> • Components of DSS - Data Subsystem, Model Subsystem User --Interface DBMS in DSS • Group Decision Support Systems: Characteristics of GDSS, GDSS Software Tools; How GDSS can Enhance Group Decision Making.
SECTION C
<ul style="list-style-type: none"> • Expert Systems and its Integration with DSS; • Artificial Intelligence: How Expert System Works. Building an Expert System; Problems with Expert System.
SECTION D
<ul style="list-style-type: none"> • Executive Support System; Role of Executive Support System in Organization, Developing Executive Support System, Benefits of Executive Support System. • Knowledge and Information Work: Meaning; Knowledge Work Systems; Requirements of Knowledge Work System.

References

1. Mecinel w-Davis, "Applied Decision Support." Prentice Hall.
2. R. Jaya Shankar, "Decision Support Systems." Tata McGraw Hill.
3. Sprague and Watson, "Decision Support Systems: Theory and Practice." PHI.
4. J.L. Bennett, "Building Decision Support System." Addison-Wesley Publications.
5. Turban and Aronson, "Decision Support Systems and Intelligent Systems", Pearson Education, New Delhi, 2002.
6. London, Kenneth C. and London, Lane P., "Management Information Systems", PHI.

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

MGL-551: STRATEGIC MANAGEMENT

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Understanding Strategic Management: Definition, Dimensions, Benefits, Risks, Strategic Management Process. Levels of Strategy. Benefits of Strategic Management: The Secret of Success of Successful Companies (Mckinsey's 7 S model) • Corporate Governance and Social Responsibilities of Business. Stakeholder Approach, Types of Social Responsibility. • External Environment Analysis: Strategically Relevant Components of External Environment. • Defining Strategic Intent: Vision, Mission, Goals and Objectives. Characteristics of a Good Mission Statement.
SECTION B
<ul style="list-style-type: none"> • Industry analysis- Porter's Five Forces Model; Strategic Group Mapping; Industry Driving Forces; Key Success Factors. Strategic Group mapping, Power Curves • Internal Environment Analysis – SWOT Analysis, Resource Based View of an Organization: VRIO Framework; Value Chain Analysis; Competitive Advantage and Core Competency.
SECTION C
<ul style="list-style-type: none"> • Business Level Strategies – Porter's Framework of Competitive Strategies: Cost Leadership, Differentiation and Focused Strategies. • Corporate Level Strategies – Growth Strategies – Horizontal and Vertical Integration; Strategic Outsourcing; Related and Un-related Diversification; International Entry Options; Harvesting and Retrenchment Strategies.

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

SECTION D

- Multi Business Strategies: Portfolio Strategies – BCG Model, G E Business Planning Matrix, Product Life Cycle Matrix, Corporate Parenting.
- Strategy Implementation– Strategy- Structure Fit: Developing and Modifying Organizational Structure.
- Leadership and Organization Culture.
- Strategy Evaluation and Control – Nature of Strategy Evaluation; Strategy Evaluation Framework; The Balanced Score Card.

Suggested Readings:

1. Pearce III, John A, Robinson, Jr., Richard B and Mittal, A “Strategic Management: Formulation, Implementation and Control. Tata McGraw Hill.
2. Wheelen, Thomas L., Hungerdavid J. and Rangarajan Krish, “ Concepts in Strategic Management and Business Policy”, Pearson Education, India.
3. David, R Fred, “Strategic Management- Concepts and Cases”, Pearson Education, India.
4. Hill, Charles W L and Jones Gareth R, “ An Integarated Approach to Strategic Management” Cengage Learning
5. Thompson, Arthur A Jr.; Strickland A J III; Gamble, John E and Jain, Arun K. “ Crafting and Executing Strategy. The Quest for Competitive Advantage.- Concepts and Cases”, TMH, New Delhi.
6. Pitts, Robert A and Lei, David. “Strategic Management Building and Sustaining Competitive Advantage”, Thomson, India

MGL-552: INTERNATIONAL BUSINESS

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • International Trade and Investment: Concept, Importance and Rationale; Globalization and its Phases. • The Theories of International Trade: Mercantilism; Absolute Advantage; Comparative Advantage; Factor Proportions Theory; Country Similarity Theory, the Product-Life Cycle; New Trade Theory and National Competitive Advantage ; Porter’s Diamond.
SECTION B
<ul style="list-style-type: none"> • International Business Environment: Economic; Socio- Cultural; Political and Legal environment facing business. • Case studies: Boeing versus AIRBUS: GATT and Mouse; Nike and China. • Government Intervention in International Business: Economic Rationale for Government Intervention; Non-economic Rationale for Government Intervention: Tariffs; Non-Tariffs Trade Barriers; Investment Barriers; Subsidies and Other Government Support Programs. Case study of (France) S.A and Soviet Gas Pipeline. • The International Monetary System: the Exchange Rate System; Balance of Payments Adjustments; the trade-off between Exchange Rate Stability and Domestic Autonomy: The Bretton Woods System; Creation and Collapse; Contemporary International Monetary Arrangements.
SECTION C
<ul style="list-style-type: none"> • Foreign Exchange Market Mechanism and Determinants • Case Study: European Union and Euro. • Regional Economic Integration: Types of Regional Integration; Factors Influencing Regional Integration. Leading Economic Blocs • Foreign Investments: Foreign Institutional Investments (FIIs); Foreign Direct Investments (FDIs): Motives; Types; Costs and Benefits; Trends and Implications.
SECTION D
<ul style="list-style-type: none"> • General Agreement on Tariffs and Trade (GATT) and Evolution of World Trade Organization (WTO); Agreements at The Uruguay Round: Plurilateral Agreements and Multilateral Agreements: Agreement on Agriculture (AOA); Trade Related Investment Measures (TRIMS); Agreement on Subsidies and Counter Availing Measures; Agreement on Trade Related Aspects of Intellectual Properties Rights (TRIPS) and General Agreement in Trade and Services (GATS). • Ministerial Conferences of the WTO: Impact of WTO on Developing Countries.

Suggested Readings:

1. Cavusgil, S. Knight Gary and Riesenberger, John R(2009), *International Business- Strategy Management and the New Realities*, Pearson Education, Dorling Kindersley (India) Pvt. Ltd, Delhi.
2. Rao, M.B and Guru Manjula (1998), *WTO and International Trade*, Vikas Publishing House Pvt. Ltd, New Delhi.
3. All India Management Association (1998), *Global Trends in Finance and Opportunity for India*, Excell Books , New Delhi.
4. Rao, P. Subba (2008), *International Business, Text and Cases*, IInd edition, Himalaya Publishing House Pvt. Ltd. New Delhi.
5. Shailaja G, (2008), *International Finance*, University Press (India), Pvt. Ltd, Hyderabad, India.
6. Daniel, John D., Radebangh, Lee H. and Sullivan Daniel P., *International Business – Environment and Operations*, 19th Ed., New Delhi.
7. Czinkota Michael R., Ronbiben Iikka A. Ronkainen A. and Moffet Micheal H., *International Business*, 6th Edition, Thomson, South Western, Bangalore, 2005.
8. C. Paul Hallwood and Ronald Macdonald, *International Money and Finance*, Blackwell, Oxford U.K., 1995.
9. Sharan Vyuptakesh, *International Business – Concept, Environment and Strategy*, 2nd Edition, Pearson Education, Delhi, 2006.
10. Hill, Charles W.L. and Jain, Arun Kumar, *International Business – Competing in the Global Market Place*, 5th Edition, The McGraw Hill Publishing Co. Ltd., New Delhi, 2006.
11. Oatley, Thomas, *International Political Economy*, Pearson Education, 2004.
12. Eiteman David K, Stonehill Arthur I and Micheal H. Moffett, *Multinational Business Finance*, Addison Wesley, Pearson Education Asia, Ninth Edition, 2001.
13. World Trade Centre (ed. Arun Goyal), *WTO in the New Millennium*, Academy of Business Studies, 2000.
14. Hill, Charless W.L, *Global Business Today*, MC Graw Hill Education (India), Pvt. Ltd, New Delhi, 2011.
15. Sundaram , Anant K and Black, J. Stewart, 2011, *International Business Environment: Text and cases*, PHI Learning, Pvt. Ltd, New Delhi, 2012.

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP A: FINANCE
MGL – 581: INTERNATIONAL FINANCIAL MANAGEMENT

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Foreign Exchange System: The Internationalization of Business and Finance, Alternatives Exchange Rate System; International Monetary System, The European Monetary System. • Foreign Exchange Rate Determination: Introduction To Spot Market and Forward Market; Setting The Equilibrium Spot Exchange Rate; Factors Affecting Currency Value; Bop Approach And Asset Market Approach;
SECTION B
<ul style="list-style-type: none"> • Role of Central Bank in Determination of Exchange Rates; Parity Conditions in International Finance; Purchasing Power Parity. • Foreign capital budgeting decisions of an MNP: Ascertainment of Cash Outlay and Future Cash Inflows for Parent and Subsidiary, Profitability Analysis of Project for Parent under Different Situation.
SECTION C
<ul style="list-style-type: none"> • Country risk analysis: Country Risk Analysis, Measuring And Managing Political Risk, Firms Specific Risk; Country Risk Analysis, Study of Economic and Political Factors Posing Risk, Country Risk Analysis In International Banking • Measuring and Managing Various Exposures: Alternative Measures of Foreign Exchange Exposure.
SECTION D
<ul style="list-style-type: none"> • Risk Hedging- An Introduction; Measuring and Managing Transaction Exposure; Measuring and Managing Operating Exposure. • Foreign Exchange Risk Management; Foreign Exchange Instruments, Currency Futures and Options Market; Interest Rates and Currency Swaps; Interest Rate Forwards and Futures.

Suggested Readings:

1. Shapiro Allan C (2003), “Multinational Financial Management”, 7th edition, John Wiley and Sons, Singapore.
2. Apte P.G. (2009), “International Financial Management”, 5th edition, Tata McGraw Hill, India.
3. Bhalla, V.K. (2008), “International Financial Management”, 7th edition, Anmol Publications, India.
4. Eitman, Stonehill, Moffett (2004), “Multinational Business Finance”, 10th edition, Pearson Education, India.

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP A: FINANCE
MGL – 582: FINANCIAL MARKETS AND FINANCIAL SERVICES

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Indian Financial System: Meaning, Structure, Role and Deficiencies • Development Banking in India: Evolution, Structure, Promotional Role, Resource Planning and Mobilisation, Project Evaluation and Follow Up, Performance Evaluation. Recent Developments in Development Banking. • Reserve Bank of India: Organization and Management, Monetary Policy, Technique of Monetary Control, Liquidity Adjustment Facility.
SECTION B
<ul style="list-style-type: none"> • NBFCs: Concepts, RBI Guidelines, Progress, problems and Prospects. • Banking Sector Reforms in India-Implementation Status. • Factoring Services in India
SECTION C
<ul style="list-style-type: none"> • Venture Capital Financing in India. • CCIL: Role and Functions • Repos: Concept, Process and Progress in India • Govt. Securities Market in India
SECTION D
<ul style="list-style-type: none"> • Call Money Market in India • Treasury Bills Market in India • Commercial Paper and Certificate Deposit Market in India. • Securitization: Concept, Process and Progress in India.

Suggested Readings:

1. Indian Financial System by H.R. Machiraju, Vikas Publishing House Pvt. Ltd.
2. Indian Financial System by Varshney & Mittal, Sultan Chand & Sons.
3. Management of Indian Financial Institutions by R.M. Srivastava, Himalya Publishing House.
4. Managing Indian Banks by Vasant C. Joshi, SAGE Publications.
5. Indian Financial System by Vasant Desai, Himalya Publishing House.
6. Financial Institutions & Markets by L.M.Bhole.
7. M.Y. Khan, Financial Services, Tata McGraw Hills, New Delhi, 2007.

Web sites:

1. www.rbi.org.in
2. www.nsdl.com
3. www.licindia.com
4. www.sebi.gov.in
5. www.nabard.org
6. www.ifci ltd.com

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP A: FINANCE
MGL– 583: CORPORATE TAX LAW AND PLANNING

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Introduction to Income Tax Act, 1961: Definitions of Person, Assesses, Assessment Year, Previous Year, Average Rate of Tax. Capital and Revenue incomes, expenses, losses and gains • Agriculture Income, Concept, scope Partly Agriculture Income. • Residential Status: Determination of Residential Status of a Company Individuals, Firms. Incidence of Tax, Scope of Total Income on the Basis of Residential Status.
SECTION B
<ul style="list-style-type: none"> • Income Under the Head Capital Gains: Definition of Capital Assets, Assets which are not Capital Assets, Transactions not regarded as Transfer for Computing Capital Gains Short Term/Long Term Capital Assets, Short Term/Long Term Capital Gain Taxation, Indexation, Exemptions, Computation of Capital Gains. Tax Planning for Capital Gains • Income Under Head Business and Profession: Deductions Expressly Allowed and Expenses Disallowed for Computing Business and Profession Income. Tax Audit, Maintenance of Books of Accounts. Exemptions Available to Company Assesses Depreciation; Concept and Computation of Depreciation under Income Tax Law, Assets Eligible for Depreciation Capital, Block of Assets, Indexation and Depreciation, Tax Planning for Income under the Head Business and Profession
SECTION C
<ul style="list-style-type: none"> • Income from Other Sources; Scope, Incomes Covered under the Head, Treatment of Income from Cross Words, Puzzles, Horse Races, Casual Income. Exemptions, Deductions Available to Income under this Heads. • Assessment Procedure: Voluntary Return of Income, Return of Loss, Belated Return, Revised Return, Best Judgment Assessment. Significance of Carry Forward and Set off Losses in Determining Taxable Income Hierarchy and Powers of Different Income tax Authorities. • Tax Planning, Tax Avoidance and Tax Evasion; Concept and Distinction. Use of Colourable Devices; Implications, Apex Court Judgement. Restrictions on Tax Avoidance; Gaps Covered and More Needed to Check Tax Avoidance and Tax Evasion Measures to Check Tax Avoidance in the Context of; Partnership and H.UF and Company Assesses.

SECTION D

- **Tax Planning for a Companies;** Tax planning for various heads of income related to companies. Deductions allowed to company, Exemptions available for companies, Set off and carry forward of losses relevant to companies. Dividend distribution provisions with special reference to company assesses and Tax Implications. Special Economic Zones; Concept, Tax Benefits to Companies Established in SEZs.
- **Deduction of Tax at Source and Advance payment of Tax:** Concept, Provisions of the Act for Advance Payment of Tax and Deduction of Tax at Source including Penalties and Prosecutions

Suggested Readings:

1. Ahuja Girish, “Systematic Approach to Income Tax”, Bharat Law House, New Delhi.
2. Gaur, Narang & Puri, “Corporate Tax Planning and Management”, Kalyani Publishers, Ludhiana.
3. Mehrotra H.C., “Income Tax Law & Practice”, Sahitya Bhawan Publications, Agra.
4. Singhanian K. Vinod, “Direct Tax Theory & Practice”, Taxman Publications (P) Ltd.
5. Website: www.incometaxindia.gov.in

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP- A: FINANCE
MGL-599: CASE STUDIES IN FINANCE

Credits 2-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Alpha Chemical Industries :(source: Year-2009,By Madhu Vij, Management Accounting, Macmillan India Ltd,pp-238.) • Variance Analysis-Case Study-2(source: Year-2009, By Madhu Vij, Management Accounting, Macmillan India Ltd, pp-422.) • McDonald's Corp.: (source: Year-2009, By Donald E. Fischer & Ronald. J. Jordan, Security Analysis and Portfolio Management, Pearson, pp-547-549.)
SECTION B
<ul style="list-style-type: none"> • No Pain, No gain: (source:2013, By Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House Pvt.Ltd. pp-181) • Sonal Company Scenario(Source: By Paresh Shah, Financial Management, Bizantantra Publications, pp-1131) • Mahavir Fasteners Private Ltd:(source: By Paresh Shah, Financial Management, Bizantantra Publications, pp-1136)
SECTION C
<ul style="list-style-type: none"> • Mehta Leather Craft: (source: By Paresh Shah, Financial Management, Bizantantra Publications, pp-1145) • To Pharma or Not to Pharma: (source:2013, By Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House Pvt.Ltd. pp-228) • Wal-Mart Stores, Inc. (source: By Robert Anthony & Govindaranjan, Management Control Systems, Tata Mc Graw Hill Publications,pp-31)
SECTION D
<ul style="list-style-type: none"> • Cisco Systems (B) (source: By Robert Anthony & Govindaranjan, Management Control Systems, Tata Mc Graw Hill Publications,pp-91) • Daichi Sankyo & Ranbaxy: (source: By Vyuptakesh Sharan, International Financial Management, PHI Learning Pvt. Ltd.2013,pp-271) • Introduction of Managed Floating Exchange Rate Regime in India: (source: By Vyuptakesh Sharan, International Financial Management, PHI Learning Pvt. Ltd.2013,pp-100)

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP-B: MARKETING
MGL-584: ADVERTISING AND SALES MANAGEMENT

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Nature and Scope and Functions of Advertising, Classification of Advertising, Advertising as an Element of Marketing Mix, Advertising as a Tool of Communication, Setting Advertising Objectives; • Behavioral Dynamics – The DAGMAR Approach, Hierarchy of Effects Model, New Adopter Model, AIDA Model; • Message Structure – Appeals, Copy, Layout; • Advertising Media – Media Planning, Media Selection and Scheduling; • Measuring Advertising Effectiveness – Pre-testing and Post-testing copy;
SECTION B
<ul style="list-style-type: none"> • Advertising Budget –Factors influencing budget setting, Methods for determination advertising budget. • Advertising Agencies – Types, Role and Functions; • Legal aspects of Advertising- Legislations affecting advertising; Self-Regulatory Codes of Conduct in Advertising . • Ethical Concepts and Issues in Advertising- Social and Cultural Consequences of Advertising Economic Effects Advertising.
SECTION C
<ul style="list-style-type: none"> • Sales Promotion: Definition, Scope and role of Sales Promotion, Objectives of Sales Promotion, Sales Promotion Tools, Designing the Sales Promotion Programme. • Online and Mobile Media- The Internet as a Communication Medium , Traditional Tools of Online Communication, Social Media, Mobile Marketing. • Nature and Scope of Sales Management, Personal Selling Objectives; Selling Process • Sales Force Organization – Nature and Types;
SECTION D
<ul style="list-style-type: none"> • Managing Sales Training Programs – Need, Objectives, Methods. • Motivating Sales Personnel – Significance, Financial and Non-Financial Reward System, Sales Meetings and Sales Contests; • Designing Sales Territories and Sales Quotas – Objectives and Types; • Developing and Managing Sales Evaluation Program.

Suggested Readings:

1. Belch, George E. and Belch, Michael A. “Advertising and Promotion”, Tata McGraw Hill, 6th Edition
2. Guinn, Allen, Chris T., Semenik, Richard J. “Advertising & Integrated Brand Promotion”, Thomson – South Western, 4th Edition.
3. Shah, Kruti,”Advertising and Inegrated Marketing Communications”, Mc Gram Hill Education (India) Pvt. Ltd., New Delhi.
4. Batra, Rajeev, Mayers, John G., and Aaker, David A. “Advertising Management”, Pearson Education, 5th Edition
5. Spiro, Stanton and Rich “Management of a Salesforce”, Tata McGraw Hill; 11th Edition
6. Richard R Still, [Cundiff W Edward](#) [Govoni A P](#) Norman, “Sales Management: Decision Strategy and Cases”, Pearson Education; 5th Edition

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP-B: MARKETING
MGL – 585: BRAND AND RETAIL MANAGEMENT

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Brands and Brand Management: Meaning, Importance of Brands; Concept of Brand Equity. • Brand Loyalty: Meaning and Measuring, Brand Loyalty; Strategic Value of Brand Loyalty; Maintaining and Enhancing Brand Loyalty. • Customer Based Brand Equity: Defining Customer based Brand Equity; Brand Knowledge; Sources of Brand Equity – Brand Awareness, Brand Image; Building a Strong Brand – Brand Building Blocks, Brand Salience, Brand Performance, Brand Imagery, Brand Judgments, Brand Feelings, Brand Resonance.
SECTION B
<ul style="list-style-type: none"> • Brand Positioning: Identifying and Establishing Brand Positioning; • Concept of brand personality • Brand Associations: Product Attributes, Intangibles, Customer Benefits, Relative Price, Use/Application, User/Customer Leveraging Secondary Brand Association: Country of Origin, Co-branding, Licensing Celebrity Endorsement. • Designing and Implementing Branding Strategies: Brand-Product Matrix; Brand Hierarchy; Brand Extensions.
SECTION C
<ul style="list-style-type: none"> • Measuring and Interpreting Brand Performance: Measuring Sources of Brand Equity; Qualitative Research Techniques: Free Association, Projective Techniques; Quantitative Research Techniques: Awareness, Image. • Brand Valuation Methods. <p>Retail Management</p> <ul style="list-style-type: none"> • Introduction to Retailing: Nature and Scope of Retailing, Types of Retail Formats, Retail Franchising: Concept, Types, Advantages and Disadvantages. • Retail Locations: Types of Retail Locations; Steps involved in choosing a Retail Location; Methods of Evaluating a Trading Area.

SECTION D

- Retail Merchandising: Concept of Merchandising; Planning Merchandising Assortments.
- Servicing the Retail Customer: Concept of Customer Service; Importance of Service in Retail; Customer Service as a part of Retail Strategy;
- Retail Store Design and Visual Merchandising: Importance of Store Design; Exterior Store Design; Interior Store Design; Visual Merchandising.
- Supply Chain Management: Concept of Supply Chain Management with reference to Retailing; Supply Chain Integration.

Suggested Readings:

1. Keller, Kevin Lane: Strategic Brand Management: Building, Measuring and Managing Brand Equity (Prentice Hall India: New Delhi), Third Edition (2008).
2. Aaker, David: Managing Brand Equity (Free Press: New York) (1991)
3. Sinha, P.K and Uniyal, D.P.: Managing Retailing (Oxford University Press), Second Edition, New Delhi.
4. Levy, Michael and Weitz, Barton A.: Retailing Management (Tata McGraw Hill: New Delhi)
5. Swapna Pradhan: Retailing Managemnt (Tata McGraw Hill: New Delhi) Third Edition, 2009
6. Berman, Barry and Joel R. Evans 2006, Retail Management- A Strategic Approach, Pearson Education, 9th Edition.

GROUP-B: MARKETING
MGL-586: SERVICES MARKETING

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>Marketing in Services Economy: conceptual framework of services, principal industries of the service sector, powerful forces transforming service markets, four broad categories of services- a process perspective, the traditional marketing mix applied to the services, the extended services marketing mix of managing the customer interface, marketing & its integration with other management functions, developing effective service marketing.</p> <p>Consumer Behavior in a Service Context: three stage model of service consumption, repurchase stage, service encounter stage, post counter stage.</p>
SECTION B
<p>Positioning Services in Competitive Markets: need for positioning services effectively, achieving competitive advantage, marketing segmentation, forms the basis for focused strategies, service attributes and levels, positioning distinguishes a brand from its competitors, developing an effective positioning strategy, positioning maps for plotting competitive strategy, changing competitive positioning.</p> <p>Designing and Management Service Processes: flowcharting customer services processes, blueprinting services to create valued experiences and productive operations, service process redesign, customer as co-producer, self-service technologies.</p> <p>Crafting the Service Environment: purpose of service environment, theory behind consumer response to service environments, dimensions of the service environment.</p>
SECTION C
<p>Managing People for Service Advantage: service employees are crucially important, frontline work is difficult and stressful, cycle of failure, mediocrity, and success, human resource management-how to get it right, service leadership and culture.</p> <p>Managing Relationships and Building Loyalty: concept of customer loyalty, understanding the customer-firm relationship, wheel of loyalty, building a foundation for loyalty, strategy for developing loyalty bonds with customers, strategies for reducing customer defections, customer relationship management.</p>
SECTION D
<p>Complaint Handling and Service Recovery: customer complaining behavior, customer response to effective service recovery, principles of effective service recovery systems, service guarantees, discouraging abuse and opportunistic customer behavior.</p> <p>Improving Service Quality and Productivity: integrating service quality and productivity strategies, defining service quality, identifying and correcting service quality problems, measuring and improving service quality of different services (retailing services, banking services and online services), learning from customer feedback, hard measure of service quality, tools to analyze and address service quality problems, defining and measuring productivity, improving service productivity.</p>

Suggested Readings:

1. Lovelock, Christopher, Wirtz Jochen, Chatterjee, “*Services Marketing: People, Technology, Strategy*”, Pearson Education, New Delhi.
2. Zeithaml, V.A., Bitner, Mary Jo, Pandit, “*Services Marketing*”, Tata McGraw Hill, New Delhi.
3. Payne, Adrian, “*The Essence of Services Marketing*”, Prentice Hall of India, New Delhi.
4. Nargundhar, Rajendra, “*Services Marketing*”, Tata McGraw Hill, New Delhi.
5. Goncalves, Karen P., “*Services Marketing–A Strategic Approach*”, Prentice Hall International, New Jersey.
6. Jauhari, Vinnie, Dutta, “*Services–Marketing, Operations Management*”, Oxford University Press, New Delhi.
7. Srinivasan, R., “*Services Marketing–The Indian Context*”, Prentice Hall of India, New Delhi.

GROUP-B: MARKETING
MGL-600: CASE STUDIES IN MARKETING

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>Case 1: “Relationship between Employee Satisfaction, Customer Satisfaction and Market Share: The Case of Hewlett- Packard”.pp 336-339 Source: Services Marketing, Operations and Management Author: Vinnie Jauhari Oxford University Press Publication, India.</p> <p>Case2: “Service Failure and Recovery Strategies in the Restaurant Sector. An Indo-US comparative Study”. Pp: 279-285 Source: Services Marketing, Operations and Management Author: Vinnie Jauhari Oxford University Press Publication, India.</p>
SECTION B
<p>Case 3: Physical Evidence: A Case of KFC”.pp: 236-238 Source: Services Marketing, Operations and Management Author: Vinnie Jauhari</p> <p>Case4:Mortein Vaporizer: What lies Beneath Brand Positioning? Vikalpa Vol. 38.3-2013 Debasis Pradhan & Divya Agarwal Oxford University Press Publication, India.</p>
SECTION C
<p>Case5: HCL: Facing the Challenge of the Laptop Market Jaydeep Mukherjee and Mahalingam Sundar arjan Vol. 37 no.1 Jan-march 2012</p> <p>Case6: Harvert Gold: Delhi’s No. 1 Brand Noria Farooqui Vol 37 No.2 April- Dec 2012</p> <p>Case7: Food World- A Market Entry Strategy in Managing Retailing. Sinha, P.K and D.P Uniyal(2012) Oxford University Press, Second Edition,pg. 15-27.</p>
SECTION D
<p>Case8: Planet Health in Managing Retailing. Sinha, P.K and D.P Uniyal (2012) Oxford University Press, Second Edition,pg. 145-162.</p> <p>Case9: Airtel: If only we talk to each other, in Darwin’s Brands- Adapting for Success. Halve, Anand(2012), Sage Publication, pg. 153-167</p>

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**GROUP-C: HUMAN RESOURCE MANAGEMENT
MGL-587: INDUSTRIAL RELATIONS**

**Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80**

**Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage**

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Labor Force in India: Growth, Composition and Trends. • Industrial Relations: Concept and Importance; HRM-IR-HRD Integration; Components of Industrial Relations System, Approaches to Industrial Relations, Industrial Relations and Technological Change; The role of government in Industrial Relations; ILO Declaration on Fundamental Principles and Rights at works
SECTION B
<ul style="list-style-type: none"> • Problems of Labour Management Relations; Causes of poor Industrial Relations; Necessary Pre-requisites for Harmonious Industrial Relations. Recommendations of 2nd National Commission on Labour • Trade Unions: Concept, Trade Unions in India: Structure and Characteristics, Registration and Recognition of Trade Unions, Trade union finances and Funds, Privileges of Registered Trade Unions, Major National Trade Union Centers in India, Future of Trade Unions in India. • Case study: Supreme Court Judgment in the case of Tamil Nadu government employees strike. • Grievance: Concept, Nature, Causes, Grievance Redressal Procedure. • Discipline: Misconduct, Various approaches to deal with indiscipline.
SECTION C
<ul style="list-style-type: none"> • Dispute Settlement Machinery Conciliation: Concept, Types, Conciliation Procedure and Practices in India; Adjudication – Concept and types; Arbitration: Approaches and types. • Collective Bargaining: Concept, Features and importance, Pre-requisites of successful Collective Bargaining; Levels of Collective Bargaining, Process of Collective Bargaining
SECTION D
<ul style="list-style-type: none"> • Workers Participation in Management: Concept, Evolution, Objectives, and Forms of Worker's Participation. • Labor Welfare: Concept, Features, Need, Approaches, Statutory and Non- Statutory Labour Welfare for Standard Work Life; Labour Welfare Fund.

Suggested Readings:

1. Venkata Ratnam, C.S. “Industrial Relations”, Oxford University Press, New Delhi, 2006.
2. Srivastava, S. C. “Industrial Relations and Labour Laws”, Vikas Publishing House Pvt Ltd, New Delhi, 2008.
3. Sinha, P.R.N., Sinha, Indu Bala and Shekhar, Seema Priyadarshini, “Industrial Relations, Trade Unions, and Labour Legislation”, Pearson Education, New Delhi, 2004.
4. Sen Ratna, “Industrial Relations in India”, MacMillan, New Delhi, 2003.
5. Mamoria, Mamoria and Gankar. “Dynamics of Industrial Relations”, Himalaya Publishing House, New Delhi, 2007.
6. Monappa Arun, “Industrial Relations”, Tata McGraw Hill Edition, New Delhi, 2007.
7. Davar, R S, Personnel Management and Industrial Relation, Vikas Publishing House Pvt. Ltd, New Delhi; 1999.
8. Sivarethnamohan, R, Industrial Relations and Labour Welfare- Text and Cases, PHI Learning Pvt. Ltd, New Delhi, 2010.

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP-C: HUMAN RESOURCE MANAGEMENT
MGL-588: MANAGERIAL COMPETENCIES AND CAREER DEVELOPMENT

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Competency: Concept; Personal Competency Framework; The Lancaster Model of Managerial Competencies; Transcultural Managerial Competencies; Issues Related to Developing Competency Models. • Formation of a Competency Framework: Sources of Competency Information, Position Documentation, Process Documentation, Existing Documentation, Personnel Development Resources, Interviews, Behavioural Event Interview, Behavioural Description Interview.
SECTION B
<ul style="list-style-type: none"> • Competency Mapping and Assessment Centres: History of Assessment Centres, Use of Assessment Centres in the Industry, Types of Exercises being used in Assessment Centres; Resistance and Recommendations. • Career Planning, Development, and Management Career: Concept, Characteristics of present day careers; Types of Careers; Career Stages
SECTION C
<ul style="list-style-type: none"> • Making Career Choices; Career Anchors; Organizational Socialization; Career Paths and Career ladders; Challenges in established careers: Career Plateau; Making Career Changes; The Glass Ceiling; Dual Careers. • Mentoring: Concept, Perspectives of Mentoring, Phases of the Mentoring Relationship, Outcomes of Mentoring Programmes, Design and Implementation of formal mentoring programmes, Barriers to Mentoring
SECTION D
<ul style="list-style-type: none"> • Special issues in Mentoring: Women and Mentoring, Cross-gender Mentoring Relationships, Workplace Diversity and Mentoring; Mentoring Relationship – A strategic Approach. • Work-Life Integration: Changing notions of work-family relationship; Work – Life Issues; Environmental Trends Impacting Work – Life Issues; Work – Family Conflict: Concept and Types; Work – Life Balance; Work – Life Integration; Work – Life Initiatives: meaning, type and benefits; Work – Family Culture; Approaches to Work – Life Integration.

Suggested Readings:

1. Seema Sanghi (2007) “*The Handbook of Competency Mapping – Understanding, Designing and Implementing Competencies Models in Organizations*”, 2nd Edition, Response Book, New Delhi.
2. Gary W. Carter, Kevin W. Cook, and David W. Dorsey, (2009) “*Career Paths- Charting Courses to Success for Organizations and Their Employees*”, John Wiley & Sons, Ltd., UK.
3. Jonathan Winterton and Ruth Winterton (2002) “*Developing Managerial Competence*”, Routledge, London
4. Jane Yarnall (2008), “*Strategic Career Management - Developing Your Talent*”, Butterworth-Heinemann, London.
5. Greenberg, Jerald and Baron, Robert A. (2010) “*Behaviour in Organizations*”, 9th edition, PHI, New Delhi.
6. Agarwala, Tanuja, (2007), “*Strategic Human Resource Management*”, Oxford University Press, New Delhi.

GROUP–C: HUMAN RESOURCE MANAGEMENT
MGL–589: INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none">• International Human Resource Management: Meaning, Concept of Expatriate, Differences between Domestic and International HRM, Variables that moderate differences between Domestic and International HRM.• Staffing International Operations: Approaches to Staffing, Transferring Staff for International Business Activities, Roles of Expatriates and Non-Expatriates, Role of the Corporate HR function.• Recruiting and Selecting Staff for International Assignments: Issues in Staff Selection, Factors Moderating Performance, Selection Criteria, Dual Career Couples.
SECTION B
<ul style="list-style-type: none">• Re-entry and Career Issues: Concept and Repatriation Process, Individual Reactions to Re-entry, Multinational Responses, Designing a Repatriation Program.• International Training and Development: Concept, Role of Expatriate Training, Components of Effective Pre-departure Training Programs, Developing Staff through International Assignments• International Compensation: Concept and Objectives of International Compensation, Key Components of an International Compensation Program, Approaches to International Compensation.
SECTION C
<ul style="list-style-type: none">• Performance Management: Concept, Multinational Performance Management, Performance Management of International Employees, Performance Appraisal of International Employees.• Knowledge Transfer within a Multinational Company: Organizational Knowledge and its Significance, Sources of Organizational Knowledge; Tacit and Explicit Knowledge; HRM and Organizational Knowledge; Transfer of Knowledge between and within organizations, Transfer of Knowledge within MNCs, Transfer of Knowledge across National Borders, Transfer of Managerial Know-how and HRM across National Borders.
SECTION D
<ul style="list-style-type: none">• International Industrial Relations: Key issues in International Industrial Relations, Trade Union and International Industrial Relations, Responses of Trade Unions to Multinationals; Issue of Social Dumping.• National Context of HRM: HRM Practices in Japan, United States, India and China.

Suggested Readings:

1. P. Suba Rao (2009) International Human Resource Management, Himalaya Publishing House, Mumbai.
2. Peter J. Dowling, Marion Festing and Allen D. Engle (2008), International Human Resource Management, Cengage Learning, New Delhi.
3. S.C.Gupta (2006) Text Book of International HRM, MacMillan, New Delhi.
4. Monir H. Tayeb (2004), International Human Resource Management – A Multinational Company Perspective, Oxford University Press, New Delhi
5. Anne-Wil Harzing and Joris Van Ruysseveldt (1995), International Human Resource Management, SAGE Publications, New Delhi.
6. Ian Beardwell and Len Holdon (2001), HRM: A Contemporary Perspective, McMillan, New Delhi.

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP-C: HUMAN RESOURCE MANAGEMENT
MGL-601: CASE STUDIES IN HUMAN RESOURCE MANAGEMENT

Credits 2-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ol style="list-style-type: none"> 1. Global Human Resource Management at Coca-Cola (Source : Aswathappa, K. and Dash, S., International Human Resource Management, 2013, McGraw Hill Education, pp. 23-25.) 2. Mahavir Polyester Limited (Source : Gupta, S.C., Advanced Human Resource Management : A Strategic Perspective, 2011, Anne Books Pvt Ltd, New Delhi, pp. 295-301.) 3. The Dish Ends Ltd. (Source : Kulkarni, Pachpande and Pachpande, Case Studies in Management, 2012, Pearson Education, Delhi, pp. 3-6.)
SECTION B
<ol style="list-style-type: none"> 4. Novais Laboratory Pvt Ltd (Source : Biswajeet Pattanayak, Human Resource Management, Fourth Edition, 2014, PHI Learning, Delhi, pp. 666-668). 5. The Office Equipment Company (Source : Fisher, Schoenfeldt and Shaw, Human Resource Management, 2006, biztantra, New Delhi, pp. 850-851.) 6. Restructuring at Flexco (Source : Gupta, S.C., Advanced Human Resource Management : A Strategic Perspective, 2011, Anne Books Pvt Ltd, New Delhi, pp. 366-368.)
SECTION C
<ol style="list-style-type: none"> 7. Going Home (Source: Aswathappa, K. and Dash, S., International Human Resource Management, 2013, McGraw Hill Education, pp. 295-297.) 8. Seiko Instruments ((Source: Gupta, S.C., Advanced Human Resource Management: A Strategic Perspective, 2011, Anne Books Pvt Ltd, New Delhi, pp. 392-395.) 9. Performance Management at Jet Food Services (Source: Fisher, Schoenfeldt and Shaw, Human Resource Management, 2006, biztantra, New Delhi, pp. 533-535.)
SECTION D
<ol style="list-style-type: none"> 10. A Case of Complicated Multi – union Manoeuvres (Source: Kulkarni, Pachpande and Pachpande, Case Studies in Management, 2012, Pearson Education, Delhi, pp. 7-8.) 11. Innovative HRM at Span Outsourcing Pvt Ltd (Source: Biswajeet Pattanayak, Human Resource Management, Fourth Edition, 2014, PHI Learning, Delhi, pp. 658-660). 12. A Virtual Team at Nanawati Associates (Source: Robbins, Judge and Sanghi, Organizational Behaviour, Pearson Education, New Delhi, pp. 396-397).

GROUP-D: INTERNATIONAL BUSINESS
MGL-590: INTERNATIONAL FINANCIAL MARKETS AND FOREIGN EXCHANGE

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • History of the International Financial System -The rise and Fall of Bretton Woods, Globalisation and the Growth of Derivatives, The Crash of 1994-96 and Beyond, • Euro-currency Market , Euro-banking and Euro-currency Centers, Deposit Dealing and the Term Structure of Euro-currency Rates, Euro-currency Futures and Options, Syndicated Euro-credits,
SECTION B
<ul style="list-style-type: none"> • International Bond Markets-Introduction, New Issue Procedures in the Eurobond Markets, Eurobond Valuation and Hedging, Interest Rates and Currency Swaps, Pricing Option, Features of International Bonds, Forecasting and the Image of the Future-Central Banks and the Balance of Payments, • The European Monetary System and Other Regional Artificial Currency Areas, New Instruments in International Capital Markets, International Banking and Country RISK, International Portfolio Diversification, International Transfer Pricing.
SECTION C
<ul style="list-style-type: none"> • Types of Foreign Exchange Markets and Transactions, Quoting Foreign Exchange Rates, Spread, Official and Free Market Rates, Cross Rates, Forward Rates, Quoting Forward Rates; Organisation of the Foreign Exchange Markets; Currency Futures; Currency Options; Currency Swaps; • Corporate Exposure Management: Alternative Definitions of Foreign Exchange Risk, Exposure Information System, Alternative Strategies for Exposure Management,
SECTION D
<ul style="list-style-type: none"> • Exposure Management Techniques, Organisation of the Exposure Management Function; Parameters and Constraints on Exposure Management • Theory and practice of Forecasting Exchange Rates-Economic Fundamentals, Financial and Socio-Political Factors, Technical Analysis; Tax Treatment of Foreign Exchange Gains and Losses; FEMA.

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(CREDIT BASED EVALUATION AND GRADING SYSTEM)

Suggested Readings:

1. Aliber, R.Z. Exchange Risk and Corporate International Finance, London. Macmillan,1978
2. Bhalla,V.K. International Financial Management. 2nd ed., New Delhi, Anmol, 2001.
3. Luca Cornelius Trading in the Global Currency Markets. NJ, Prentice Hall,1995
4. Shapiro, A.C. International Financial Management. Boston.Allyn and Bacon,1979
5. Sutton.W.H. Trading in Currency Options, New York Institute of Finance,1987
6. Buckley, Adrian. *Multinational Finance*. 3rd ed., Englewood Cliffs, Prentice Hall Inc., 1996.
7. Eiteman. David K and Stonehill. Arthur I. *Multinational Business Finance*. California, Addison - Wesley, 1988.
8. Johnson and Giaccotto. *Options and Futures*. St. Paul. West, 1995.
9. Kim, Suk and Kim. Seung. *Global Corporate Finance: Text and Cases*. 2nd Ed. Miami, Florida, 1993.
10. Shapiro, Alan C. *Multinational Financial Management*. New Delhi, Prentice Hall of India, 1995.

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP-D: INTERNATIONAL BUSINESS
MGL-591: INTERNATIONAL FINANCIAL MANAGEMENT

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Foreign Exchange System: The Internationalization of Business and Finance, Alternative Exchange Rate Systems; International Monetary System, The European Monetary System. • Foreign Exchange Rate Determination: Introduction to Spot Market and Forward Market; Setting the Equilibrium Spot Exchange Rate; Factors Affecting Currency Value: BOP Approach & Asset Market Approach
SECTION B
<ul style="list-style-type: none"> • Role of Central Bank in Determination of Exchange Rates; Parity Conditions in International Finance: Arbitrage and Law of One Price; Purchasing Power Parity; Fisher Effect; Fisher Effect in International Context. • Currency Forecasting: Interest Rate Parity Theory, The Relationship between Forward and Future Spot Rate ,Currency Forecasting; • Balance of payments: Balance of Payment Categories: Current Account, Capital Account, Official Reserves Account; Balance of Payment: The International Flow of Goods, Services and Capital, Coping with Current Account Deficit.
SECTION C
<ul style="list-style-type: none"> • Country Risk Analysis: Country Risk Analysis, Measuring & Managing Political Risk, Firm Specific Risks; Country Risk Analysis: Study of Economic & Political Factors Posing Risk, Country Risk Analysis in International Banking. • Measuring & Managing Various Exposures: Alternative measures of foreign exchange exposure, Risk Hedging-An Introduction; Measuring & Managing Transaction Exposure
SECTION D
<ul style="list-style-type: none"> • Measuring & Managing Operating Exposure; Measuring & Managing Translation Exposure. • Foreign Exchange Risk Management: Foreign Exchange Instruments, Recent Developments in Derivatives Markets in India; Currency Futures & Options Market; Interest Rate & Currency Swaps; Interest Rate Forwards & Futures.

Suggested Readings:

1. Shapiro Allan C (2003), "Multinational Financial Management", 7th Edition, John Wiley & Sons, Singapore
2. Apte P.G. (2009) International Financial Management, 5th Edition, Tata McGraw Hill, India
3. Bhalla, V.K. (2008), "International Financial Management", 7th Edition, Anmol Publications, India
4. Eiteman, Stonehill, Moffett(2004), "Multinational Business Finance",10th Edition, Pearson Education, India

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP-D: INTERNATIONAL BUSINESS
MGL-592: INTERNATIONAL MARKETING

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>The Concept of International Marketing and Globalization: Reasons for Entering International Markets, Evolutionary Process of Global Marketing, Towards GLOBAL Marketing, Adaptation: the Critical Success Factor in International Markets, Internationalization of Indian Firms, Process of International Marketing.</p> <p>Emerging Opportunities in International Markets: Background of International Trade, Trends in World Trade, an Overview's of Indian Foreign Trade, Identifying Opportunities in International Markets.</p>
SECTION B
<p>International Marketing Implications: From GATT to WTO, Functions and Structure of WTO, Effects of China's Entry into WTO on India, The Implications of WTO on International Marketing.</p> <p>Decision-making Process for International Markets: Concept of Decision Making in International Markets, Identification of International Markets, Methods of Segmentation of International Markets, Techniques for Selection of International Markets, Tools for International Market Analysis</p>
SECTION C
<p>Entering International Markets: The Concept of International Market Entry, the Modes of International Market Entry- Entry Involving Production in the Home Country, Entry Involving Production in a Foreign Country, Factors Affecting the Selection of Entry Mode, Choice of Right International Market Entry Mix.</p> <p>Export Documentation : Export Transaction Framework, Export Documentation, Commercial Documents, Transport Documents, Regulatory Documents.</p>
SECTION D
<p>Procedure for Export-Import: Process, Compliance with Legal Framework, Export Deal, Export Finance, Procuring or Manufacturing of Goods for Export, Appointment of Clearing and Forwarding (C&F) Agents, Port Procedures and Customs Clearance, Dispatch of Documents to the Exporter, Sending Shipping Advice, Presentation of Documents at the Negotiating Bank, Claiming Export Incentives.</p> <p>Industrial Infrastructure for Export Promotion: Concept of Export Promotion, Role of Export Promotion Institutions in International Marketing, Institutional set-up for Export Promotion in India, Indian Government's Trade Representative Abroad, State's Involvement in Promoting Exports, Export Promotion: Need for Strategic Reorientation.</p>

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(CREDIT BASED EVALUATION AND GRADING SYSTEM)

Suggested Readings:

1. Joshi, Rakesh Mohan, *International Marketing*, New Delhi, Oxford University Press.
2. Terpstra, Vern and Sarathy. R, *International Marketing*. Orlando, Dryden Press.
3. Keegan, Warren, *Global Marketing Management*. Englewood Cliffs, New Jersey, Prentice Hall Inc.
4. Onkvisit, Sak and Shaw, J J, *International Marketing: Analysis and Strategy*. New Delhi, Prentice Hall of India.
5. Cherunilam, Francis, *International Marketing: Text and Cases*, Mumbai, Himalaya Publishing House.

GROUP-D: INTERNATIONAL BUSINESS
MGL-602: CASE STUDIES IN INTERNATIONAL BUSINESSES

Credits 2-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>Case1: Globalisation of Production and Markets of Indian Motion Pictures-A Case of <i>Krrish</i> Source: John Daniel, Lee H. Radebaugh, Daniel P. Sullivan, Prashant Salwan, “International Business Environments and Operations”, 2011, Pearson, (pp 27-33).</p> <p>Case2: Hollywood and the Rise of Cultural Protectionism Source: S. Tamer Cavusgil, Gary Knight, John R. Riesenberger, “International Business Strategy, Management, & the New Realities”, 2011, Pearson, (pp 145-146)</p> <p>Case3: Dell Growth Strategy: International & Indian Source: John Daniel, Lee H. Radebaugh, Daniel P. Sullivan, Prashant Salwan, “International Business Environments and Operations”, 2011, Pearson, (pp 437-446).</p>
SECTION B
<p>Case1: AUTOLATINA: A Failed International Partnership Source: S. Tamer Cavusgil, Gary Knight, John R. Riesenberger, “International Business Strategy, Management, & the New Realities”, 2011, Pearson, (pp 419-420)</p> <p>Case 2: Airbus Versus Boeing: When Intervention Not Intervention? Source: S. Tamer Cavusgil, Gary Knight, John R. Riesenberger, “International Business Strategy, Management, & the New Realities”, 2011, Pearson, (pp 205-206).</p> <p>Case 3: Euromanage Inc. Source: Riad A. Ajami & G. Jason Goddard, “International Business- A Course on the Essentials”, 2014, JAICO Publishing House, (pp 88-91).</p>

SECTION C

Case 1: Caslos Ghosan & Renault-Nissan: Leading for Global Success

Source: S. Tamer Cavusgil, Gary Knight, John R. Riesenberger, “International Business Strategy, Management, & the New Realities”, 2011, Pearson, (pp 318-320).

Case 2: Advanced Biomedical Devices: Assessing Readiness to Export

Source: S. Tamer Cavusgil, Gary Knight, John R. Riesenberger, “International Business Strategy, Management, & the New Realities”, 2011, Pearson, (pp 352-354).

Case 3: Subway & the Challenges of Franchising in China.

Source: S. Tamer Cavusgil, Gary Knight, John R. Riesenberger, “International Business Strategy, Management, & the New Realities”, 2011, Pearson, (pp 449-451).

SECTION D

Case 1: Getting Airline Alliances off the Ground.

Source: John Daniel, Lee H. Radebaugh, Daniel P. Sullivan, Prashant Salwan, “International Business Environments and Operations”, 2011, Pearson, (pp 570-573).

Case 2: The P&G Fiasco

Source: K Aswathappa, “International Business”, 2012, Tata McMraw Hill Education Pvt Ltd, (pp 450-451).

Case3: Unfair Protection or Valid Defense?

Source: K Aswathappa, “International Business”, 2012, Tata McMraw Hill Education Pvt Ltd, (pp 521-522).

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP-E: PRODUCTION AND OPERATIONS
MGL-593: INVENTORY MANAGEMENT

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Types and functions of inventories and their importance, Identification of Stores, Codification and Specification. Factors Affecting Inventory, Various Costs. Nature of Lead Time and Requirement of Material Requirement Planning and Demand Forecasting. ABC Concept: 80/20 Analysis. • Inventory Costs: Types of Control System.
SECTION B
<ul style="list-style-type: none"> • Inventory Control Levels, Order Point, Re – order Level, Maximum and Minimum Level, Standard Order Quantity, Safety Stocks. • Inventory control models; static, dynamic and deterministic; EOQ concept. • Probabilistic Models: Determinations of EOQ under various conditions of demand and lead time analysis.
SECTION C
<ul style="list-style-type: none"> • Application of techniques in inventory control, cycle order system and fixed order quantity system and theory variations. • Feedback inventory information system.
SECTION D
<ul style="list-style-type: none"> • Warehouse & Stores Management: Responsibility of Receiving & Stores. Receiving Procedures and Control. Bar Coding. External and External Identification Systems. Stores Systems and Procedure. Closed and Open System. Storage Method and Equipment. Layout. Organisation. • Carrier selections and Routing. Types of carriers. Domestic and International shipping terms. Expediting and tracing shipment. Demurrage. Transportation Strategy. Strategic Alliance with Carriers.

Suggested Readings:

1. P. Gopal Krishan and M.S. Sandelya – Inventory Management: Text and Cases, Macmillan, New Delhi.
2. R.J. Bunchas & E – Keeingsberg : Scientific Inventory Management Prentice Hall, New Delhi.
3. Marge J.F. Production Planning & Inventory Control, New York, McGraw Hill.
4. Buff E.S. and W.H. Tauber: Production Inventory Systems – Planning & Control Richard D. Irwin, Homewood, Illinois.
5. R.S. Chadha – Inventory Management in India. Allied Publishers, New Delhi.
6. Donald W. Dobler and David N. Burt, Purchasing and Supply Management. Tata McGraw Hill, New Delhi.

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP-E: PRODUCTION AND OPERATIONS
MGL-594: LOGISTICS MANAGEMENT

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Introduction to logistics and its Interface with Production and Marketing: Measures of Logistics; • Physical Distribution and Logistics; Logistics System Analysis and Design; Warehousing and Distributing Centers; Location; Transportation systems: Facilities and Services;
SECTION B
<ul style="list-style-type: none"> • Dispatch and Routing Decisions and Models; • Customer Services in Logistics: Customer Service Defined, elements and their relative importance. Order cycle time; Importance Logistics/Customer service; Defining Sales-Service Relationship; Determining Optimum Service Levels; Service Variability.
SECTION C
<ul style="list-style-type: none"> • Order Processing: Defining Order Processing; Other Factors affecting Order-Processing Time, Different Types of Order Processing: Industrial Order Processing, Retail Order Processing, Customer order processing, Web-based Channel Order Processing.
SECTION D
<ul style="list-style-type: none"> • Inventory Management Decisions; Logistics Audit and Control; Packaging and Materials Handling; International Logistics Management; Logistics Future Directions. Logistics Information System.

Suggested Readings:

1. Ballau, Renald H. Business Logistics Management. Englewood Cliffs, New York, Prentice Hall Inc,1992.
2. Bear K. A Management Guide to Logistics Engineering. U.S.A, Institute of Production Engineering, 1990.
3. Benjamin S B. Logistics Engineering and Management. Englewood Cliffs, New York, Prentice Hall Inc., 1996.
4. Bowersox, D J and Closs, D J. Logistics Management: A System Integration of Physical Distribution. New York. MacMillan. 1986.
5. Christopher, M. Logistics and Supply Chain Management: Strategies for Reducing Costs and Improving Services. London, Pitsman, 1992.
6. James, C J. and Wood, Donald F. Contemporary Logistics. New York, Macmillan, 1990.
7. Shapiro, R. Logistics Strategy: Cases and Concepts. St. Paul, West, 1995.

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

GROUP-E: PRODUCTION AND OPERATIONS

MGL-595: TOTAL QUALITY MANAGEMENT AND QUALITY CONTROL

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Basic Concept of Total Quality (TQ); Evolution of Total Quality Management; Components of TQ Loop; Conceptual Approach to S.Q.C. Acceptance Sampling and Inspection Plans; Statistical Process Control; Process Capability Studies; Humanistic Aspects of TOM Management of Q.C. and Z.D. Programmes; Quality Improvement Teams; Q-7 tools.
SECTION B
<ul style="list-style-type: none"> • Quality Costs; Taguchi Loss Function; Functional Linkage of Quality with Reliability and Maintainability; Failure Analysis • Optimum Maintenance Decisions; Total Productive Maintenance (TPM); Quality Audits; Lead Assessment and, ISO-9000 Standards– Marketing Aspects of T.Q: Total Quality of Services; Total Quality and Safety; Six Sigma.
SECTION C
<ul style="list-style-type: none"> • Quality function, meaning of control quality. Characteristics inspection and its Importance, difference between Inspection and quality control. • Organising for Quality; Objectives and Nature of Organization. Principles of Organization; Quality Organization, Types of Quality Control Organization. Responsibilities of Quality Manager.
SECTION D
<ul style="list-style-type: none"> • Economics of Quality; Quality; Quality Costs, Types of Quality Costs, Control of Quality Costs, Cost Studies and Optimization, Economics of Quality of Design and Quality of Confirmation • Statistical Quality Control, Basic Statistical Methods; Techniques of Quality Control; Charts of Attributes and Variables. • Acceptance Sampling; Sampling Theory, Sample Size on Crating Characteristics and Curve for Single Sampling, Double Sampling and Sequential Sampling Plans, Use of Dodge Raming and MILSD - 15 tables.

Suggested Readings:

1. Dale. H. Bosterfield: Quality Control, Prentice Hall, New Jersey,
2. Grant F.L. & R.S Leaven Worth, Statistical Quality Control, McGraw Hill., New York.
3. Krikpauick F.G. Quality Control for Manager and Engineers, John Wiley.
4. Dunchan, A.J. Quality Control & Industrial Statistics, Richard D. Irwin, Home, Illinois.
5. Carruba. Eugene R and Gorden, Ronald D. Product Assurance Principles: Integrating Design Assurance & Quality Assurance. New York, McGraw Hill, 1991.
6. Granl, Eu-gene Land Leavenworth. Richards. Statistical Quality Control, McGraw Hill, New York. 1991.
7. Ireson, W G. and Coombas, C P. Handbook of Reliability Engineering & Management. New York. McGraw Hill, 1988.
8. Lochner, Robert H. and Matar. Joseph E. Designing for Quality. London. Chapman & Hill, 1990.
9. Pike. John and Barnes. Richard. TQM in Action. London. Chapman & Hill, 1994.
10. Schmidt. Warren H. and Finnigan, Jerome P. TQ Manager. San Francisco, Jossey Bass, 1993.
11. Spenlcy, Paul. World Class Performance Through TQ, London, Chapman & Hall, 1992.

GROUP-F: INFORMATION TECHNOLOGY
MGL-596: DATA MANAGEMENT TECHNIQUES

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Introducing the FoxPro Menu Structure: Making Menu Selections, A Quick Tour of the Menu System • Introducing FoxPro Dialog Boxes: Dialog Box Controls, Using Dialog Boxes. • Working with FoxPro's Windows: Controlling Windows in FoxPro for Windows, Window Controls in FoxPro for DOS • How to use the Editor: The Edit Menu, Fonts. • Working with the Command Window: Other Features: Getting Help, Quitting.
SECTION B
<ul style="list-style-type: none"> • Creating a Database Structure: Creating a Sample Database File: How to Create a New File, How to Define the Structure of a Database, Entering the Field Names and Types, Saving the Database File. • The Database File in the Background: Opening and Closing a Database File. Copying and Modifying the Structure of a Database File. • Adding, Editing, and Viewing Data: Appending Data: Appending Data with the Change Display, Appending Data with the Browse Display, Ending the Data Entry Session. • Change (or Editing) Data, Browsing through the Data; Resizing and changing the order of Fields, Partitioning the Window. Additional Features of a Browse Menu • Deleting a Record: Moving the Pointer: GOTO commands. • Shortcuts using the Command Window
SECTION C
<ul style="list-style-type: none"> • Understanding Indexes and Expressions. • Types of Index: Single Index files, compound; index files, structural command indexes, compact indexes. • Using Some Simple Indexes: An Overview of the Index Dialog box, Creating Simple Indexes using the Index, Dialog Box, Indexing Commands, Creating Simple Indexes using the Structure Dialog Box.

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

- Understanding Expressions: Constants, Functions and Operators.
- Using Expressions in Indexes: Alphabetizing by Name, Indexing in Descending Order.
- Using Indexes: Selecting the Controlling Indexes, A Review of the Setup Dialog Box.
- Sorting.
- Using Queries and Logical Expressions.
- Working with Logical Expressions: Logical Functions, Relational Operators, Logical Operators.
- To Index or not to Index: FOR and WHILE clauses, preparing to use WHILE, Rushmore Technology.
- Making Queries for Single and Multiple records: Un-indexed Queries for a Single Record, Indexed Queries for a Single Record, Queries for Multiple Records, Querying with other Data Types, Dealing with Deleted Records.

SECTION D

- Special Techniques: Setting a Filter, Building a Query into an Index.
- Restricting the query: Scope, Fields, The Easiest Possible Report: LIST with options.
- Generating Reports and Mailing Labels.
- The process of Producing Reports: Designing the Report Form.
- Designing the Report: Working with Report Queries: Report Objects in FoxPro for Windows, Object Dialog Boxes in FoxPro for Windows, Field Expressions in Reports in FoxPro for Windows, Report Objects in FoxPro for DOS, Object Dialog Boxes in FoxPro for DOS.
- The Report Menu: Page Layout in FoxPro for Windows, Page Layout in FoxPro for DOS, Page Preview, Layout Tools, Title/Summary, Data Grouping, Variables, Quick Report.
- Working with Objects: Special Techniques: Selecting Multiple Objects, Copying and Pasting Objects.”
- A Sample Report: A Report in FoxPro for Windows, A Report in FoxPro for DOS.
Creating Mailing Labels: Label Layout in FoxPro for Windows, label layout in FoxPro for DOS Producing Labels.

Suggested Reading:

Mastering FoxPro 2.5”, Charles Siegel, BPS Publications.

MBA (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

GROUP-F: INFORMATION TECHNOLOGY
MGL-597: E-COMMERCE AND INTERNET

Credits 4-0-0

Total Marks: 100

Mid Semester Marks:20

End Semester Marks: 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Overview of E-Commerce: Definition, Benefits of E-Commerce, Role of Internet in E-commerce, Impact of E-Commerce on Business Models (Goal Congruence, Value Chain, ICDT Business Strategy Model), E-Commerce Security, Implications for Accounting Profession. • The Regulatory Environment: Cryptography Issues, Privacy Issues (Children's Issues, Adults Rights) Web Linking (Inappropriately Referencing a Linked Site, Displaying Information Without Proper Rights, Linking using Framing, Linking using Trademarks in Key Meta Tags, Unauthorized Display of a Registered Trademark Linking to Illegal Files), Domain Name Disputes, Internet Sales Tax, Electronic Agreements & Digital Signatures, Internet Service Providers & International Libel Laws.
SECTION B
<ul style="list-style-type: none"> • EDI, E-Commerce & Internet: Traditional EDI systems (Origin, Non EDI Systems, Value Added Networks, Partially & Fully Integrated EDI Systems, Benefits of EDI Systems, Data Transfers & Standards, Financial EDI, EDI Systems & Internet, Internet Trading Relationship & its Benefits, Impact of EDI – Internet on the Accounting Profession. • Risks of Insecure Systems: Risks Associated with Internet Transactions. Internet Associated Risks (Risks to Customers, Risks to Selling Agents), Intranet Associated Risks (Sabotage by Former Employees, Threats from Current Employees), Social Engineering, Risk Associated with Business Transaction Data Transferred between Trading Partners, Risks Associated with Confidentially-Maintained Archival, Master File & Reference Data, Risks Associated with Viruses & Malicious Code Overflows.
SECTION C
<ul style="list-style-type: none"> • Risk Management: Control Weakness vs. Control Risk (Security Gaps, Culture Management, Excessively Tight Controls), Risk Management Paradigm, Disaster Recovery Plans, Role of Internet Controls in Risk Management. • Cryptography & Authentication: Messaging Security Issues (Confidentiality Non-Repudiation, Access Controls), Encryption Techniques (Symmetric Encryption Asymmetric Cryptography, Public Private Key Pairs, Elliptic Curve Cryptography, Integrity Check Values & Digital Signatures, on Time Pads), Good Encryption, Practices, Additional Authentication Methods. Additional Non-Repudiation Techniques. • Fire Walls: Definition, TCP/IP, Open Systems Interconnect (ODI), Components of a Fire Wall, Typical Functionality of Firewalls, Securing the Fire Wall, Factors to Consider in Firewall de Design, In-House Solutions vs. Commercial Firewall Software, Limitations of the Security Prevention provided by Firewalls.

SECTION D

- **E-Commerce & Payment Mechanisms:** Set Protocol, SET vs. SSL, Magnetic Strip Cards, Smart Card: E-checks, E-Cash.
- **Intelligent Agents:** Definition, Capabilities of Intelligent Agents, Agent Societies, Intelligent Agents & E-Commerce (Online Information Chain, Business to Business Transaction Negotiation). Limitations of Agents.
Web Based Marketing: 'Business, Marketing & IT Strategy, Congruence, The 4Ps Applied to Internet Marketing, 5th P. Internet Marketing Techniques. Online Advertising Mechanism', Web Site Design Issue Impact of Intelligent Agents on Marketing Techniques.

Suggested Readings:

1. E-Commerce by S. Pankaj, A.P.H. Publication, New Delhi.
2. E-Business Revolution by Daniel Amar.
3. E-Commerce, A Manager, Guide by Ravi Kalakota and Andrew B. Whinston.
4. New Directives in E-Commerce by Charles Steinfield, Jaico Publication House, New Delhi.
5. E-Commerce in Indian Banking by T.M. Bhasin Authors Press, New Delhi.

GROUP-F: INFORMATION TECHNOLOGY
MGL-598: WEB DESIGNING AND HTML

Credits 4-0-0
Total Marks: 100
Mid Semester Marks:20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<ul style="list-style-type: none"> • Virtual Functions Protected Members, Overloading (Method, Function and Operator) Method Overriding Field Shadowing. Multiple Inheritance, Template Classes and Functions. Virtual Base Classes, Exception Handling.
SECTION B
<ul style="list-style-type: none"> • Java Fundamentals: Programme Structure, Syntax and Layout Conventions, Classes Instance and Objects. • Java Elements: Data types, liberals and variables operators expressions. Control exceptions arrays strings streams.
SECTION C
<ul style="list-style-type: none"> • Programming with Java: Client Server Applications, Exception Handling.
SECTION D
<ul style="list-style-type: none"> • HTML: Building Executing HTML Documents, Formatting and Aligning Text, Tags, Attributes and Values, Adding Units, Linking Pales, Working with Images, Fonts, Creating Tables, Working with Frames and Building Forms. • Practicals Relating to Web Designing and HTML

Suggested Readings:

1. Gilbert. Stephan D. and William B. Heeaerthy, "Object Oriented Programming in Java 1997. The Waite Group Press.
2. Mary Compione and Kathy Walrath." Java Tutorial. Addison-Wesley 1996.
3. Tunothy Budd. "An Introduction to Object Oriented Programming," 2nd Edition. Addison-Wesley 1997.
4. Horstmann. Cay. S and Gray Comell. "Core Java I.I.: Fundamentals", Addison- Wesley 1997.
5. Mark Lorenz, "Object Oriented Software Development." Prentice Hall 1993.
6. Lemay, Laura, "Tech. Yourself Web Publishing with HTML 3.0 in a Week." 2nd Edition, Sams net 1996.
7. Special Edition-Using HTML 4, Mills. E. Hilzschlag – VI Edition (2000) Prentice Hall of India.