

COURSE CURRICULUM

MASTER OF BUSINESS ADMINISTRATION
(PART TIME PROGRAMME)

SEMESTER - SECOND

Session 2000-2001

MARKETING MANAGEMENT

Course No.P-201

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

Objective: To familiarize the students with basic concepts of marketing, Marketing planning, product planning and development and to acquaint students with the theories relating to pricing, distribution, advertising and consumer behaviour.

COURSE CONTENTS:-

Introduction to Marketing Management: Core concepts of marketing, evolution of marketing concepts and their adoption in market place - business, service, non-profit organizations and international sector, marketing process.

Analyzing Marketing Opportunities; Consumer Behaviour - factors influencing buyer behavior, buying decision process, identifying competitors measuring and forecasting market demand, STP concepts identifying market segments, selecting target markets, product positioning (detailed analysis based on cases).

Product Strategy: Its level, hierarchy, classification, developing, testing and launching new products and services, product life cycle, designing marketing strategies (case based) for leaders, challengers, followers and nichers, Brand concepts.

Product Pricing: Objective, selecting a pricing method, selection of final price.

Marketing Channels : Important functions, types, selection of a channel.

Advertising and Sales Promotion : Basic concepts through case analysis.

SCHEME OF EXAMINATION:

Total Marks : (Internal 30, External 70) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A : (Short Answers) 4 out of 8

4 x 7 = 28 Marks

Sec B : (Essay type & Case) 3 out of 5

3 x 14 = 42 Marks

REFERENCE BOOKS:

1. Philip Kotler : Marketing Management Analysis, Planning, Implementation and Control
2. Luck Wal and Taylor : Marketing Management
3. Ramaswamy and Namkumare : Marketing Management Analysis, Planning and control in Indian context.

PERSONEL MANAGEMENT

Course No.P-202

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

Objective: To familiarize the students with the basic concepts and techniques of Personnel Management and Industrial Relations to understand the personnel role in organization in Indian context.

Course Contents:

Personnel Function : Its goal and philosophy. Importance of personnel management function in Indian Context. Personnel organization structure.

Personnel Policies and Responsibilities : Policy with regard to manpower planning, Recruitment, Selection, Compensation, motivation, Development and Separation (Brief coverage with cases), Role, responsibilities and qualities of personnel manager.

Personnel Motivation : Objective types, An overview of motivational theories.

Personnel Development and Training: Objectives, Needs, Employee training - methods of training, Steps in training programme and evaluation (Based on simple cases).

Personnel Records and Audit:

Collective Bargaining and Worker' Participation in management: Objectives and importance in present Indian Context.

Industrial Disputes and Grievances: Basic ideas excluding provisions of Acts.

SCHEME OF EXAMINATION:

Total Marks : (Internal 30, External 70) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A : (Short Answers) 4 out of 8

4 x 7 = 28 Marks

Sec B : (Essay type & Case) 3 out of 5

3 x 14 = 42 Marks

REFERENCE BOOKS:

1. E.Flippo : Personnel Management
2. R.S.Davar : Personnel Management
3. C.B.Mamoria ; Personnel Management
4. H.C.Sainy & Sharad Kumar : Human Resource Management and Development.

FINANCIAL MANAGEMENT

Course No.P-203

Max.Marks - Ect.Exam.: 70
Min. Pass Marks (40%) : 28

Objective: To familiarize the students with the concepts and techniques of Financial Management, Financial Planning and Budgeting for Managerial decisions.

COURSE CONTENTS:

Nature of Financial Management: Meaning, Scope, Objectives, Functions, Organization of Finance Department.

Capital Structure: Share capital and debt. Capital, Advantages and disadvantages of share Capital and debt capital. Determination of capital structure and optimum capital structure (only concepts).

Financial Statement Analysis : Concept and Objective, Tools of financial Analysis - Ratio analysis, Statement of changes in financial position (Working capital, cash and total resource basis), (Application preferably based on Annual Report of organization).

Working Capital Management: Meaning, determination, components - cash, inventory and receivables (basic idea), calculation of working capital requirements (simple problem).

Cost Volume Profit Analysis: Contribution, B.E.P. Analysis, BEP chart for decision making (Based on cases).

Budgeting: Meaning and objectives of budgeting, classification of budgets, preparation of budgets (Master Budget, Cash budget, Sales budget), Flexible budget, zero base budgeting, installation of Budgeting System (Based of cases).

SCHEME OF EXAMINATION:

Total Marks : (Internal 30, External 70) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A : (Short Answers) 4 out of 8	4 x 7 = 28 Marks
Sec B : (Essay type & Case) 3 out of 5	3 x 14 = 42 Marks

REFERENCE BOOKS:

1. Van Horne : Financial Management
2. Prasanna Chandra : Financial Management theory and Practice
3. Khan and Jain : Financial Management
4. I.M.Pandey : Financial Management

PRODUCTION MANAGEMENT

Course No.P-204

Max.Marks - Ect.Exam. : 70

Min. Pass Marks (40%) : 28

Objective: The objective of this paper is to familiarize the students with different techniques and function of production and to introduce the concept of reliability and maintainability thereof.

Course Contents:

Introduction : Production function and systems. Processes - Intermittent systems, continuous systems.

Production System Design : Process planning and selection, Capacity planning.

Location and Layout : Factors responsible for location choice, recent trends and Govt. Policies, principles of good layout, types of layouts (Case Analysis)

Material Handling: Principles of Material handling, Selection of equipments.

Production Planning and Control: Basic methodology and tools of Aggregate planning and master scheduling (Case Analysis) Planning for intermittent and continuous type systems.

Quality Management: Inspection, acceptance, sampling by variables and attributes, Statistical quality control.

Maintenance : Preventive and Break down Maintenance, Cost Factors Procedure of Maintenance schedules. (Based on Study).

Work Study: Method Study, Motion study, Time study, Work Measurement, Work sampling techniques.

Job Design: Productivity and behaviour related considerations.

SCHEME OF EXAMINATION:

Total Marks : (Internal 30, External 70) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A : (Short Answers) 4 out of 8

4 x 7 = 28 Marks

Sec B : (Essay type & Case) 3 out of 5

3 x 14 = 42 Marks

REFERENCE BOOKS:

1. E.S.Buffa : Production Planning and Control
2. J.O.Monks : Production / Operations Management
3. Jain and Aggarwal : Production Management
4. S.N.Chary : Production Management

INDIAN BUSINESS AND ECONOMIC ENVIRONMENT

Course No.P-205

Max.Marks - Ect.Exam.: 70
Min. Pass Marks (40%) : 28

Objective: To familiarize the students with the nature of Indian Economy and its relationship with business.

Course Contents:

Composition of output: Agriculture, Industry and Services Public and Private Sector organized and unorganized activities. Major trends in the level and composition of production.

Structure of domestic saving and investment: Population growth unemployment distribution, poverty and its impact on composition of output and investment, regional disparities. (Case Study).

Planning: Concept of economic development and growth, mixed economy, objectives of planning and investment allocation, multi - level planning, centralized planning, recent five year plan strategy for economic growth and development.

Development of Industry & Trade: Objective and components of industrial policy, transfer to technology and third world countries, critical appraisal of industrial and trade policy.

Monetary & Fiscal Policy: Role of monetary and fiscal policy in growth and stability. New economic policy. Liberalization - Privatization; Globalization - Problems and prospects (Case study).

SCHEME OF EXAMINATION:

Total Marks : (Internal 30, External 70) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A : (Short Answers) 4 out of 8

4 x 7 = 28 Marks

Sec B : (Essay type & Case) 3 out of 5

3 x 14 = 42 Marks

REFERENCE BOOKS:

1. Francis Cherunillam ; Business Environment
2. Ashwathapa ; Indian Business and Economic Environment
3. Rudar Dutt and Sundaram : Indian Economy