

# **COURSE CURRICULUM**

MASTER OF BUSINESS ADMINISTRATION  
(PART TIME PROGRAMME)

## **SEMESTER - SIXTH**

### **Session 2006-2007**

**BARKATULLAH UNIVERSITY, BHOPAL**  
**MBA (PART TIME) 6 SEMESTER**

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**MANAGEMENT OF LONG TERM FINANCIAL RESOURCES**

Course No.PSF -3

Max.Marks - Ect.Exam. : 70

Min. Pass Marks (40%) : 28

**COURSE CONTENTS:-**

**Sources of Long Term finance :** Principal sources, Merits and demerits, Internal and external.

**Long Term Investment decision:** Capital budgeting, Principle methods of approval NPV and IRR methods - a comparison.

**Cost of capital:** Definition and Concept, Importance, Measurement of cost of capital cut off rate, comparison of overall cost of capital.

**Financing decision :** Operating and financial leverage Combines leverage.

**Capital structure theories:** NIA, NOI and MM Approaches designing capital structure.

**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. Khan & Jain : Financial Management
2. Prasanna Chandra ; Financial Management

**INVESTMENT MANAGEMENT**

Course No.P-SF - 4

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

**COURSE CONTENTS:**

**Nature and scope of investment management:** Meaning of investment, its features, importance - investment V/S gambling - Investment process - portfolio construction.

**Security valuation :** Elements of investment - approaches to investment - basic valuation models, bonds preference shares, common stock.

**Risk:** Classification systematic, Unsystematic, Risk measurement, Returns measurement, Holding period, Yield, Investors attitude towards returns and risk.

**Investment alternatives:** Classification of investments bonds - features, types an evaluation preference shares, Equity shares, Options, Warrant Govt. securities - types, Prices, Yields, Insurance policies as investment in units NSC, PF and Postal certificates.

**Dividend policies and the investors:** Kinds of dividends, Dividend policies - factors affecting dividend decision, Dividend theories.

**Investment and Tax planning:** Computation of tax liability exemption - deductions

**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. Investment Management : Preeti Singh
2. Investment Management : V.K.Bhalla

**INTERNATIONAL MARKETING**

Course No.P-SM -3

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

**COURSE CONTENTS:**

**Scope and significance of international marketing:** India's foreign trade - trends I foreign trade - Government policies - infrastructure for export promotion - export documentation and procedures.

**Appraisal of international market:** Scanning the environment , Cultural, Social, Political, Legal Economic spheres, Comparative marketing.

**Planning entry:** Entry decision - marketing research and information system - market targeting - deciding type of entry - organization of marketing department.

**Product Strategy:** Standard v/s differentiated products, Product line alternatives - products, Product line alternatives - Product line adaptation - Product diffusion - Branding and packing decisions.

**Pricing Strategy:** Pricing objectives - Cost factors - Price escalation - Marketing pricing - Administered pricing.

**Distribution Strategy:** Channel alternative - Factors in channel selection - physical distribution decisions.

**Promotion Strategy:** International advertising - Media decisions, Agency arrangements, Personal selling and other promotional tools.

**Co-ordination and control:** Types of control - optimizing an international marketing strategy.

**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 R.Cateora & John M.Hess    | : International Marketing                    |
| 2. | Edward W.Conndiff & Martin Hilger | : Marketing in the International Environment |
| 3. | Rajan Saxena & M.c.Kapoor         | : International Marketing                    |
| 4. | Warren J.Keegan                   | : Multinational Marketing Management         |

**ADVERTISING AND SALES PROMOTION**

Course No.P-SM - 4

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

**OBJECTIVE:-** The objective of this paper is to make about the concepts and role of advertising in the field of marketing.

**COURSE CONTENTS:**

**Role of Advertising in present day marketing:** Advertising as a communication tool. Advertising objectives, types of advertisement for consumers, industrial buyers - advertisement in marketing mix.

**Deciding advertisement budgets:** Bases for deciding budgets, merits and demerits of each method.

**Role of advertising Agencies: Agency - client relationship, selection of media, forms of advertising, present day advertisement, merits and demerits.**

**Sales promotion:** Definition, role, types (display, discounts, Bonus offers), retail merchandising techniques.

**Role of publicity and public relations in sales promotion:** Use of press, Radio, T.V., customer service and community service.

**Influence of advertisement on consumer behaviour.**

**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. Advertising Management - Rahul
2. Advertising Management - David Alber & John Mayor
3. Course in Advertisement - Greyser.
4. Advertisement - Ronis.

**HUMAN RESOURCE DEVELOPMENT**

Course No.P-SP - 3

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

**COURSE CONTENTS:**

**Human resource development management:** Objectives and functions, development of personnel - Objectives and functions, development of personnel - Objectives - needs, Training and development process - designing of training and development process for executives and workers.

**Evaluation of training and development:** Objectives and methods of evaluation - career\_planning - concept of career - career development methods.

**Role of motivation in development:** Monetary and non - monetary compensation.

**Job evaluation techniques and methods:** Merit rating objectives and methods  
**Personnel records and audit.**

**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. De Conzo - Human Resource Management
2. De Conzo & Lobbins - Human Resource Management
3. Nair & Rao - Excellence through Human Resource Management.

**INDUSTRIAL RELATIONS**

Course No.P-SP - 4

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

**COURSE CONTENTS:**

**Concept and significance of industrial relations** - structure of industrial relations department - role of industrial relations officer.

**Industrial disputes:** - causes - types - consequences - strikes and lockouts - works committees - standing orders - code of discipline, code of conduct - negotiations - conciliation , arbitration - adjudication.

**Collective bargaining** - objectives - methods - workers participation in management - managing scope - present status in India.

**Role of trade unions, problems of Indian trade unions.**

Role of Govt. directive principles of state policy labour legislation - labour administration, tripartite bodies , - tribunal and labour courts.

**International labour Organisation** - aim - achievements in promoting industrial peace.

**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. Dynamics of Labour Relations in India - R.d. Agarwal.
2. Management of Industrial Relations - P.Verma
3. Industrial Relation - Arun Mohappa.
4. Industrial Disputes: A Culture of the Industrial Disputes Act 1947 - McGrath REH.

**OPERATIONS PLANNING AND QUALITY MANAGEMENT**

Course No.P-SPn - 3

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

**COURSE CONTENTS:**

**Introduction:** Concepts of Operations Planning for various types of Systems Manufacturing & Services. Intermittent & Continuous

**Aggregate Planning and Master Scheduling :** Project type, Job work, Intermittent and Continuous.

**Operations Performance Evaluation and Reporting, Design and Implementation of OPC Systems.**

**Quality Assurance:** Concept and History of changing trends.

**Quality Circles and Concept of Total Quality Mgt.**

**ISO 9000 Series Philosophy and Applicability.**

**Statistical Quality control.**

**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. Operations Management : J.Monks.
2. Operations Management : S.N.Chary
3. ISO - 9000 Series - BVQI Hand Book.

**ENERGY RESOURCE MANAGEMENT**

Course No.P-SPn- 4

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

**COURSE CONTENTS:-**

**Energy and Economic Development :** types of energy used in industries use of non conventional energy sources in industry.

**Energy conservation in Industries:** Electricity conservation, Energy conservation in steam flow systems, energy conservation through computer control.

**Energy accounting and audit system:** Design of energy accounting systems and its computerization, different auditing systems.

**Total energy of co-generation systems:** their techno economic feasibility in process industries, optimal energy planning systems considering scarcity of sources and requirement of energy.

**Energy and Environment:** Implication of energy, Induced pollution, Clear energy technology.

**Non-traditional energy:** Availability in India, Identification of areas for its rise, study about a few 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. Energy Resource Mgt. Handbook - TRAI.
2. Energy Resource Mgt. - Indian Institute Mat. Mgt. (Hand Book).

**COMPUTER CENTRE MANAGEMENT**

Course No.P-SIT - 2

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

**COURSE OBJECTIVE:-** To equip the students with the knowledge and skill of establishing maintaining, running, protecting and managing a computer centre effectively.

**COURSE CONTENTS:-**

- I **Computer centre and its importance** : The need, importance and scope of a computer centre in an organization.
- II. **Building and layout considerations** : Elements of typical layouts of computer centers.
- III **Cadre and Staff structure of a computer centre:** Different cadre structure and duties of each category employee of centre. Profile of a computer centre manager and system administrator.
- IV **Negotiating and entering performance Bank Guarantee;** Buy Vs. lease option.
  - i) Performance Bank Guarantee I new Purchase
  - ii) Format for Purchase Agreement
  - iii) Format for Maintenance Agreement
- V. **Protection and Security consideration in computer Centre**
  - i) Protection from theft and providing security barriers.
  - ii) Protection from fire flood and lightening
  - iii) Protection of H/W and S/W
  - iv) Protection of Permanent data, Disc/ Tape storage.
- VI **Management of talent** : Software Development s a team work, Division of S/W development work, review and walk over.
- VII **Maintenance of LANs:** Basics of maintenance of LANs peripherals and equipment like servers, UPS & telecom equipment.

**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. Computer Centre Management by U.Banerjee (TMH)  
**Institute of Professional Education and Research, Bhopal**

2. Analysis and Design of Information System By Lucas (Mc Graw Hill).

**INTERNET AND JAVA PROGRAMMING**

Course No.P SIT - 4

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

**OBJECTIVE** : The objective of this course are : to understand the Hardware and Software requirements with their appropriate with Internet. To understand the fundamentals of Internet and its uses. To use JAVA Programming for Web Page design.

**COURSE CONTENTS:**

- Internet Fundamentals
- Different types of Servers
- Internet Protocols
- Concept of E-Mail
- Sending and Receiving E-mail
- Hardware requirement to connect to Internet
- Accessing Internet through LAN and through telephone system
- Choosing a computer and a modem
- Equipment requirement for ISDN
- Software requirement for Internet.
- Shell account and PPP software
- Internet service provider
- TCP/IP & PPP software
- Installing and configuring TCP & PPP
- Choosing software for browsing and mailing
- Introduction to HTML
- Using MS WORD to develop HTML document
- Understand using different packages / software for Web Page design like Hotdog, Front page, Netscape composer etc.

**JAVA LANGUAGE**

- Understanding How JAVA Programs works
- Storing and Changing Information in a Program
- Using Strings to communicate.
- Using conditional Tests to make Decisions.
- Repeating an Action with loops.
- Storing Information with arrays.
- Basics of Objects.
- Describing Objects.
- How Applets Work.
- Creating a threaded Applet.
- Playing sound in an Applet.
- Working with 2D Graphics
- Creating Animation
- Building a simple User Interface with Swing
- Responding to User Events with Swing

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**PRACTICAL:**

Practical based on Internet connectivity and surfing

Web page Design

Practical based on JAVA Programming.

**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. Internet Basic Reference from A-Z by Falk
2. Learning Guide to the Internet by Johnson
3. ABC's of Internet by Crumlish
4. Object Oriented Programming in JAVA by Robert Lafore
5. Just Java by Peter van den liden
6. Teach yourself Java 1.2 in 24 Hours by Rogers Cadenhead (Techmedia)
7. Mastering Java by Vanhelsuwe
8. JAVA certification study Guide by Robert.