

Programme/Class: PG Degree		Year: 1	Semester: II
Subject: MBA			
Course Code: F010801T		Course Title: Financial Management	
Course outcomes: On completion of the course, the learner will be able to <ul style="list-style-type: none">Appraise and analyze the role and functions of a finance manager.Assess the utility of concepts and principles of Financial Management from the point of view of the wealth maximization objective of a firm.Apply the course concepts in analyzing capital structure and project investment decisions.Demonstrate the application of basic principles of Financial Management in varying situations of risk and return trade-offs, cash management, credit and inventory management.			
Credits: 3		Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No. of Lectures Total=45
I	Nature of Corporate Finance: Scope and Objectives of the Finance Function, Types of Financing Decisions, Objectives of Financial Management: Profit Maximization and Shareholders' Wealth Maximization, Agency Problem, Financial Instruments–Issuance, Regulation and Markets. Time Value of money.		11
II	Investment Decisions: Analysis of Capital Budgeting Decisions, Discounted and Non-discounted Techniques in Capital Budgeting, Risk Analysis in Capital Budgeting. Types of Projects – Selection Criteria, Capital Rationing.		11
III	Financing and Dividend Decisions: Cost of Various Capital Components–Equity shares, Preference shares, Bonds and Debentures, Optimum Capital Structure, Financial and Operating Leverages, Capital Structure Theories. Dividend Policy and Its determinants, Irrelevance of dividend: MM Hypothesis, Relevance of dividend: Walter's Model and Gordon's Model.		12
IV	Working Capital Management: Principles of Working Capital Management, Accounts Receivable Management, Inventory Management and Cash Management, Factors influencing working capital requirement, Computation of working capital, Sources of Working Capital. Case Study related to the Entire Syllabus.		11
Suggested Readings: <ul style="list-style-type: none">1. Principles of Corporate Finance, Brealey and Myers, McGraw Hill2. Financial Management and Policy by VanHorne, Dhamija, Pearson3. Fundamentals of Financial Management by Dr.R.P. Rastogi, Taxman4. Financial Management-Text Problems and Cases by Khan and Jain, McGrawHill5. Financial Management, I M Pandey, Pearson 12th Edition6. वित्तीय प्रबंध, रेनूजटाना एवं सागर सांवरिया, राजस्थान हिन्दी ग्रन्थ अकादमी।7. वित्तीय प्रबंध, डॉ. एस. पी. गुप्ता, साहित्य भवन प्रकाशन, आईएसबीएन: 978-93-5173-152-8			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs, the course will be delivered through Assignments, Presentations, Group Discussions, and Case Studies. This will instill in students a sense of decision-making and practical learning.			

Programme/Class: PG Degree		Year: 1	Semester: II
Subject: MBA			
Course Code: F010802T		Course Title: Marketing Management	
Course outcomes: After completing the course, students would be able to: <ul style="list-style-type: none">Understand the concepts of marketing and the marketing environment.Learn about the marketing process for different types of products and services.Learn to implement the marketing process.Understand the tools used by marketing managers in decision situations.			
Credits: 3		Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No. of Lectures Total=45
I	Introduction to Marketing Management: Core Concepts, Definition, and Scope of Marketing, Evolution of marketing concepts, Importance of marketing in business. Concept of Marketing Mix: 4 P's, 4 C's of Marketing, Sales Vs. Marketing. Developing Marketing Strategies & Plan: Concept of Value, Value Creation, & Delivery, Concept of SBU, Establishing SBU, Assigning Resources to SBU, Assessing Growth Opportunities for SBU. Scanning Marketing Environment: Meaning, Internal & external factors influencing Marketing environment: the political, social, economic, international, technological multi-cultural environment.		12
II	Market Segmentation: Meaning, Definition, Essentials of Effective Market Segmentation, Bases and Types of Segmentation. Market Targeting and Positioning: Concept Types, Importance; Positioning: Concept, Importance, Brand Positioning, Repositioning. Product Mix: Concept of a Product, Classification of Products, Major Product Decisions, Product Mix, Branding Decisions, Packaging and Labeling, Product Life Cycle – Strategic Implications, New Product Development.		11
III	Price Mix: Concept and Meaning of Price and Pricing, Significance of Pricing Decision, Factors Affecting Price Determination; Pricing Methods and Techniques, Pricing Policies and Strategies; Discounts and Rebates. Place Mix: Meaning and concepts of the channel of distribution, Types of channels of distribution or intermediaries, Factors influencing the selection of channels, Types of distribution strategies: intensive, selective, and extensive, Recent changes in terms of logistics and supply chain management. Promotion Mix: Meaning, elements of the promotion mix, Advertising: meaning, definitions, importance, and limitations of advertising, Types of media: outdoor, indoor, print, press, transit - merits and demerits, The concept of the media mix, Recent trends in the promotion.		12
IV	Recent Trends in Marketing: Digital marketing, Content marketing, Social media marketing, Experiential marketing, Inbound marketing, Voice search marketing, Guerilla Marketing, Marketing of Services; International Marketing; Green Marketing Inculcating Indian Value System: Social, Ethical, and Legal Aspects of Marketing. Case Study related to the Entire Syllabus.		10
Suggested Readings: <ol style="list-style-type: none">Kotler, (1997). Marketing Management: Analysis, Planning, Implementation and Control, Prentice-HallKotler, Kevin Lane, Keller. (2018). Marketing Management (15e ed.), Pearson, Noida:Rajan Saxena, Marketing Management, McGraw Hill EducationKotler, Kevin Lane, Keller. (2018). Marketing Management (15e ed.), Pearson, Noida:V S Ramaswamy, N. Namakumari. (2018). Marketing Management. (Fifth, Ed.), McGraw Hill Education, New Delhi, India:Michael J. Etzel, Bruce J. Walker, William J. Stanton, Ajay Pandit. (2018). Marketing, 14e ed, McGraw Hill Education, Chennai, India.अग्रवाल, कोठारी- विपणनप्रबन्ध- साहित्यभवनप्रकाशनडॉ. एफ. सी. शर्मा, विपणनप्रबंधन, एसबीपीडीप्रकाशन			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs, the course will be delivered through Assignments, Presentations, Group Discussions, and Case Studies. This will instill in students a sense of decision-making and practical learning.			

Programme/Class: PG Degree		Year: 1	Semester: II
Subject: MBA			
Course Code: F010803T		Course Title: Management of Human Resources	
Course outcomes: After completing the course, students would be able to: <ul style="list-style-type: none">Understand and apply human resource management functions for effective management of an organization.Understand and apply effective techniques for recruitment, selection and complete the recruitment process.Understand the training needs of the organization and be able to design suitable training plans.Understand and the components of wages and salary and the factors affecting it.Understand and resolve the issues related to performance appraisal, career planning, and rewards management.			
Credits: 3		Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No. of Lectures Total=45
I	Human Resources Management (HRM): Meaning, Nature and Scope, Difference between HRM and Personnel Management, HRM functions and objectives, Evolution of HRM environment – external and internal. Human Resources Development in India: Evolution and principles of HRD, HRD Vs. Personnel functions, Role of HR managers. Strategic Human Resource Management: Nature of Strategies and Strategic Management, Strategic Management Process, Environmental Scanning, Strategy Formulation, Implementation and Evaluation.		10
II	Human Resources Planning: Definition, Purposes, Processes and Limiting Factors; Human Resources Information System (HRIS): HR accounting and audit. Job Analysis: Job Description, Job Specification. Systematic Approach to Recruitment: Recruitment Policy, Recruitment Procedures, Recruitment Methods and Evaluation.		12
III	Systematic Approach to Selection: The selection procedure, The design of the application form, Selection Methods, and Selection Process. Training and Development: Purpose, Methods of training and management development. Performance Appraisal: Definition, Purpose of appraisal, Procedures and Techniques. Job Evaluation. Compensation Administration: Job evaluation, Nature and Objectives of compensation, Components of pay structure in India, Wage Policy in India – Minimum Wage, Fair Wage and Living Wage.		12
IV	Incentive Payments: Meaning and Definition, Prerequisites for an effective incentive system, Types of incentive scheme, Fringe Benefits. Discipline and Grievance Procedures: Definition, Disciplinary Procedure, Grievance Handling Procedure. Industrial Relations: Nature, importance, and approaches of Industrial Relations. Promotion, Transfer, and Separation: Promotion – Purpose, principles and types, Transfer – Reason, principles and types; Separation – Lay-off, Resignation, Dismissal, Retrenchment, Voluntary Retirement Scheme. Case Study related to the Entire Syllabus.		11
Suggested Readings: <ol style="list-style-type: none">Aswathappa K - Human Resource and Personnel Management (Tata McGraw Hill, 5th Ed.).Rao VSP – Human Resource Management, Text and Cases (Excel Books, 2nd Ed.),Ivansevich – Human Resource Management (Tata McGraw Hill, 10th Ed.)Dessler – Human Resource Management (Prentice Hall, 10th Ed.)Bernardi – Human Resource Management (Tata McGraw Hill, 4th Ed.)डॉ. चतुर्भुजमामोरिया, डॉ. कामेश्वरपंडित, मानवसंसाधनप्रबंधन एवं औद्योगिकसंबंध, साहित्यभवनप्रकाशन			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs, the course will be delivered through Assignments, Presentations, Group Discussions, and Case Studies. This will instill in students a sense of decision-making and practical learning.			

Programme/Class: PG Degree		Year: 1	Semester: II
Subject: MBA			
Course Code: F010804T		Course Title: Operations and Supply Chain Management	
Course outcomes: After completing the course, students would be able to: <ul style="list-style-type: none">• Apply knowledge of operations management principles and practices at the workplace.• Understand and improve the production process and planning.• Deal with strategic and operational issues in the organization.• Apply the Supply Chain Management principle and practices.			
Credits: 3		Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No. of Lectures Total=45
I	Operations Management: An overview, Definition of Production and Operations Management, Production Cycle, Classification of Operations, Responsibilities of Operations Manager, Designing Products Services and Processes: New Product Design and Development, Manufacturing Process Technology: Project, Job shop, Batch, Assembly Line and Continuous system, Flexible Manufacturing System, Designing of Services and Service Processes. Forecasting: Forecasting as a Planning Tool, Forecasting Types and Methods, Exponential Smoothing, Measurement of Errors, Monitoring and Controlling Forecasting Models, Box- Jenkins Method.		12
II	Facility Location and Layout Planning: Need for Planning, Procedures for Facility Location Planning, Facility Location Model, Layout Concepts- Process Layout, Product Layout, Fixed Position Layout, and Combination Layout Planning. Productivity and Work Study: Measurement of Productivity, Method Study, Work Measurement. Production Planning & Control Techniques: Routing Decisions, Line of Balance, Scheduling types & principles, Aggregate Planning, Master Production Schedule.		11
III	Inventory Management: Objectives, Factors, Process, Inventory Control Techniques- ABC, VED, EOQ, SED, FSN analysis. Quality Management: Concept of Quality, Experts' views on Quality, Dimensions of Quality, Cost of Quality, New & Old Seven Quality Control Tool, Statistical Process Control and Control Charts, Contributions of Quality Gurus - Demings, Juran, Philip Crossby & Ishikawa, KAIZEN, Quality Management System, ISO:9000, Six Sigma Approach, TQM.		11
IV	SCM: Basic Concept and Philosophy of SCM, Essential Features, Various Flows in Supply Chain, Key Issues in SCM. Decision Phases of a Supply Chain: Supply Chain Strategy/Design, Supply Chain Planning, Supply Chain Operation Various Views of Supply Chain: Process View, Cycle View, Push/Pull View Logistics Management: Introduction to Logistics Management, Logistics as a part of the SCM, Logistics Costs, Different Models, Logistics Sub-system, Inbound and Outbound Logistics, Bullwhip Effect in Logistics, Distribution and Warehousing Management. Case Study related to the Entire Syllabus.		11
Suggested Readings: <ol style="list-style-type: none">1. Adam Jr Everetl E. R J – Production and Operations Management (Prentice-Hall, 2000, 5th Edition)2. Chary - Production and Operations Management (Tata McGraw-Hill, 1997, 9th Edition)3. Hill T- Operations Management (Palgrave, 2000)4. Dilworth- Operations Management (McGraw-Hill, 2nd Ed.)5. F. Robert Jacobs & Richard Chase , Operations and Supply Chain Management, (TMH, 14 e)6. Sunil Chopra and Peter Meindl- Supply Chain Management: Strategy, Planning, and Operation7. Simchi-Levi- Desgning and Managing supply Chain (McGraw-Hill)8. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Ed.)9. संजीवनसैनी, लॉजिस्टिक्स इन मैनेज्मेंट फेक्ट्रिंग, सप्लाइ चेन, एंड डिस्ट्रीब्यूशन			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs, the course will be delivered through Assignments, Presentations, Group Discussions, and Case Studies. This will instill in students a sense of decision-making and practical learning.			

Programme/Class: PG Degree		Year: 1	Semester: II
Subject: MBA			
Course Code: F010805T		Course Title: Business Environment	
Course outcomes: On completion of this course, learners will be able to: <ul style="list-style-type: none">Identify and evaluate the complexities of the business environment and their impact on the business.Analyze the relationships between Government and business and understand the political, economic, legal and social policies of the country.Analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities.			
Credits: 3		Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No. of Lectures Total=45
I	Introduction: The concept, nature and significance of business environment, Influence of environmental factors like economic, political, legal, social, technological and International upon business, The relationship of various environmental forces on business, The need for environmental analysis and diagnosis, the role of business manager in analysis and diagnosis of environment, Environmental Scanning: The process of environmental scanning, The scanning of some consumer goods industries, Environmental Threats and Opportunity Profile (ETOP) and SWOT analysis of some important industries like T.V., Tractor, Watches, Car, Scooters, Pharmaceuticals etc,		11
II	Economic Environment: The key elements of the economic environment, Economic system, and economic planning in India, Objectives, strategies and evaluation of various Five-year plans, The relevance of planning in the market-oriented economy, Indian Economic System: The changing dimensions of various Industrial policies in India, Monetary policy and its relevance to business, Fiscal Policy in India -The taxation system, Budget – roles and functions affecting the business environment, The Public debt and the role of deficit financing, The importance of Union budget, The concept, philosophy and performance of public sector in India, The debate of privatization of Public Sector in India,		11
III	Political and Legal Environment: The key elements of Political environment, The relationship between business and government, The Economic roles of Government, The role of Government machinery, particularly the legal environment in India, The licensing system, the introductory framework of some of business laws i.e, FEMA, SEBI, the latest company law bill, the Consumer Protection Act, 1986,Regulatory and control mechanism such as MRTP, FEMA, IRDA, SEBI and their changing dimensions, Social and Cultural environment: The components of social and cultural environment, The salient feature of Indian culture and values, The changing role of Indian family system, Emergence of middle class and its influence on business, The role of TV, Internetand social media on Indian culture and values, The need for social responsibility of business; the ecological Issues and Indian business,		12
IV	Technological Environment: The technological environment, The technology policy, the role of Research & Development in Business, The import of technology and problems associated with it, The debate of sophisticated technology and the problems of unemployment, International Environment: Globalization and Liberalization and their effect on the Indian business environment, SEZs ,EPZs, Privatization: implications and effects with examples, The role and importance of MNC’s in India, The foreign direct investment in India, The role of non-resident Indians, The changing dimension of foreign trade policy, The devaluation of Indian rupee and its impact on Indian business. Case Study related to the Entire Syllabus.		11
Suggested Readings: <ol style="list-style-type: none">Cherunilum, Francis, Business Environment, Himalaya Publishing HouseDutta and Sundaram, Indian Economy, S, Chand and Co,Mamoria, C,B., Social Problems and Social Disorganization in India, Kitab MahalMathew, M,J., Business Environment, RBSA Publishers, Jaipur, 1996,जेपीमिश्रा-व्यावसायिकपर्यावरण-साहित्यभवनप्रकाशन			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs, the course will be delivered through Assignments, Presentations, Group Discussions, and Case Studies. This will instill in students a sense of decision-making and practical learning.			

Programme/Class: PG Degree		Year: 1	Semester: II
Subject: MBA			
Course Code: F010806T		Course Title: Technology Management	
Course outcomes: After completing the course, students would be able to: <ul style="list-style-type: none">Know how to assess the technology requirement of an organisationKnow how to successfully acquire/develop technology.			
Credits: 3		Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No. of Lectures Total=45
I	Technology: Issues and Implications, Concepts and Definitions. Aspects and Issues, Implications of Technological Change. Management of Technology: Various aspects and Issues, Strategic Considerations, Technological change and Innovation, Impact of Technological change on employment and productivity. Social consequences. Technology Forecasting: Need- Methodologies- Trend Analysis, Analogy, Delphi, Soft System Methodology, Mathematical Models, Simulation, System dynamic, S-Curve, Role of Technology Information Forecasting and Assessment Council (TIFAC).		15
II	Technology cycle an understanding technologies change: Responding to technological change- Adoption of technology- Overcoming resistance- different approaches. Technology diffusion- Technology transfer modes-Technology up-gradation- Technology modernization- Adoption of new technologies- Absorption of new technologies- Absorption process- Relocation issues.		10
III	Technological competitiveness in Countries: Factory and office automation- Business Process Reengineering- Quality Management- Use of Transferred Technology- Collaborative innovation environment- Collaborative knowledge- intensive industry environment-Business and government relations- Technological competitiveness in some of the developing and developed countries. Technological environment in India: Technology policy, role of various governments, organizations such as DST, CSIR in development and dissemination of technology.		10
IV	Technology Transfer Mechanism: Technology Transfer Services- Matching and pre-selection of prospective business partners- Commercializing innovations- Technology transfer negotiations- Technology transfer Offices: - databank- periodicals- web based services- technology transfer agreements- Material Transfer Agreements (MTAs)- Business meets, workshops, training programmes, press release. Case Study related to the Entire Syllabus.		10
Suggested Readings: 1. Sharif Nawaz, Management of Technology Transfer and Technology, APCTT Bangalore. 2. Fredruck Betz, Managing Technology, Prentice Hall 3. Mauk Dugson, Technology Strategy and the Firm, Longman Publications. 4. UN-ESCA, Technology for Development, ESCAP Secretariat.			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs, the course will be delivered through Assignments, Presentations, Group Discussions, and Case Studies. This will instill in students a sense of decision-making and practical learning.			

Programme/Class: PG Degree	Year: 1	Semester: II
Subject: MBA		
Course Code: F010807R	Course Title: Research Work Report Evaluation and Viva Voce	
Course outcomes: Student will learn about research work.		
Credits: 4	Core Compulsory / Elective: Core Compulsory	
Max. Marks: 100	Min. Passing Marks: 35	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4		
Guidelines for Survey Work Report Evaluation and Viva Voce: In the First Semester, Research Work topic will be allocated and student will start doing Research Work in First Semester. In Second Semester, student will prepare Research Work Report on the topic allocated/work done by the student in First Semester. Research Work Report will be evaluated by the Head of the Department at the end of Second Semester. UGC authorized/or University authorized online platform software shall be used to detect plagiarism in research work.		