

SYLLABUS FOR M.B.A UTTARAKHAND TECHNICAL UNIVERSITY

First Semester (All papers are compulsory)

MBA 101	Principles and Practice of Management	100 marks
MBA 102	Business Environment	100 marks
MBA 103	Quantitative Analysis for Business Applications	100 marks
MBA 104	Financial and Management Accounting	100 marks
MBA 105	Managerial Economics	100 marks
MBA 106	Business Communication	100 marks
MBA 107	Computer Application in Business	100 marks
MBA 108	Seminar and viva – voce (50 marks each)	100 marks

Second Semester (All papers are compulsory)

MBA 201	Financial Management	100 marks
MBA 202	Human Resource Management	100 marks
MBA 203	Organizational Behaviour	100 marks
MBA 204	Production and Operation Management	100 marks
MBA 205	Marketing Management	100 marks
MBA 206	Management Information System	100 marks
MBA 207	Research Methodology	100 marks
MBA 208	Seminar and Vice – voce (50 marks each)	100 marks

(Summer Training for 6 to 8 weeks in corporate world or in Designated Organization shall be compulsory for all students immediately after Second Semester Examinations)

Third Semester (Two (2) Compulsory papers and Four (4) Optional Papers- Three (3) papers from one of the Major specialization group and one (1) from the Minor specialization group besides Summer training Report, Seminar based on Summer Training Report and Viva – voce)

MBA 301	Strategic Management	100 marks
MBA 302	International Business	100 marks
MBA 303)	100 marks
MBA 304) Four papers – Three from one major group	100 marks
MBA 305) and one from another Minor group	100 marks
MBA 306)	100 marks
MBA 307)	100 marks
MBA 308)	100 marks
MBA 309) Summer Training Report and Seminar based on) Summer Training Report (50 marks each)	100 marks
MBA 310) Viva – voce	

Optional Specialization Groups – A, B, C, D, E, and F
Major and Minor Specialization group- Three (3) papers from one of the Major specialization groups and one (1) paper from another Minor specialization group

A- Marketing Management Group

MBA 303 – M –1 Consumer Behaviour
 MBA 303 – M –2 Marketing Research
 MBA 303 – M –3 Marketing of Service
 MBA 303 – M –4 Industrial Marketing
 MBA 303 – M –5 Rural Marketing

B- Human Resource Management Group

MBA 304 – H - 1 Industrial Relation
 MBA 304 – H – 2 Counseling Skills for Managers
 MBA 304 – H – 3 Wage and Salary Administration
 MBA 304 – H – 4 Social Security & labour Welfare
 MBA 304 – H – 5 Industrial Psychology

C- Financial Management Group

MBA 305 – F - 1 Security Analysis and Portfolio management
 MBA 305 – F – 2 Financial Institution and Markets
 MBA 305 – F – 3 Working Capital Management
 MBA 305 – F – 4 Corporate Tax Planning & Tax Management
 MBA 305 – F – 5 Management Control System

D- Information Technology Group

MBA 306 – IT - 1 Data Base Management System
 MBA 306 – IT– 2 Computer Architecture and Operating System
 MBA 306 – IT– 3 Data Communication Network
 MBA 306 – IT– 4 Information Technology
 MBA 306 – IT– 5 Visual Basic

E- International Business Group

MBA 307 – IB - 1 International Marketing Management
 MBA 307 – IB– 2 International Business Environment
 MBA 307 – IB– 3 International Trade Procedure & Documentation
 MBA 307 – IB– 4 International Business law & Taxation
 MBA 307 – IB– 5 International Marketing Logistics

F- Co-operative management Group

MBA 308 – CM - 1 Principles And Practices in Co-operative
 MBA 308 – CM– 2 Enterprise Development
 MBA 308 – CM– 3 Micro Finance

**Fourth Semester (Two (2) Compulsory papers- and Three (3)
Optional Papers- Two (2) papers from one of the Major
Specialization group and one (1) from the other Minor specialization
Group besides project Report and Viva – voce)**

MBA 401	Corporate legal Environment	100 marks
MBA 402	Project Management & Entrepreneurship	100 marks
MBA 403	Project Report (Dissertation)	100 marks
MBA 404)	100 marks
MBA 405)	100 marks
MBA 406) Three papers – Two from one major group	100 marks
MBA 407) and one from another Minor Group	100 marks
MBA 408)	100 marks
MBA 409)	100 marks
MBA 410) Vice voce	100 marks
<u>A- Marketing Management Group)</u>		
MBA 404 – M –1-	Marketing Communication & Advertising	100 marks
MBA 404 – M –2-	Sales & Distribution Management	100 marks
MBA 404 –M – 3-	Product Management	100 marks
<u>MBA B- Human Resource Management Group</u>		
MBA 405 – H – 1 –	Labour Laws	100 marks
MBA 405 – H – 2 –	Human Resource Planning And Development	100 marks
MBA 405 – H – 3 –	Organizational Change & Intervention Strategies	100 marks
<u>C- Financial Management Group</u>		
MBA 406 – F – 1 –	Cost Accounting	100 marks
MBA 406 – F – 2 –	International Financial Management	100 marks
MBA 406 – F – 3 –	Management of Financial Service	100 marks
<u>D- Information technology Group</u>		
MBA 407 – IT – 1 –	Internet Application	100 marks
MBA 407 – IT – 2 –	System Analysis and Design	100 marks
MBA 407 – IT – 3 –	Strategic management of Information Technology	100 marks
<u>E – International Business Group</u>		
MBA 408 – IB – 1 –	Multinational Financial Management	100 marks
MBA 408 – IB – 2 –	Import/ Export Management	100 marks
MBA 408 – IB – 3 –	Financing of Foreign Trade	100 marks
<u>F- Coo-perative management Group</u>		
MBA 409 – CM – 1 –	Agri. Business Management	100 marks
MBA 409 – CM – 2 –	Rural development	100 marks
MBA 409 – CM – 3 –	Enterprise Development	100 marks
MBA 409 – CM – 4 –	Micro Finance	100 marks

- 1. Pattern of Examination:** The maximum marks for each paper, except in case of Project Report, Training Report, Seminar, Viva- voce, shall be of 100 (one hundred) marks of which 70 (seventy) marks shall be awarded on the basis of the external Semester Examination and 30 (Thirty) marks shall be awarded on the basis of Internal Examination. However, in the matter of Examination papers related to Information Technology group the External Semester Examination paper shall be of 50 (Fifty) marks & the Practical Examination shall be of twenty (20) marks. The practical Examination twenty (20) marks shall be conducted by the External Expert appointed by the University in similar manner as Viva – voce Expert is appointed. In case of training Report, Seminar, Viva – voce the maximum marks shall be 50 (Fifty) 100 (One Hundred) as the case may be and the project (Dissertation shall be of 200 (two Hundred) marks. The Seminar, training Report, shall be assessed by the Internal Expert appointed by the head of Department/ Director of the Affiliated Institution for the students of the respective Department/ Institution. The project report (Dissertation) shall be evaluated by the External expert appointed by the University. The Viva – voce will be conducted jointly by an Internal expert nominated by the head of the Department / Director of the Affiliated Institution in case of their respective students and by an External Expert appointed by the University with the approval of the Vice- chancellor on the basis of the panel of the experts submitted by the Head of department. On similar line the Viva – voce Expert shall be appointed by the University.

Marks for Internal Examination shall be awarded on the basis of the Assignments, Internal tests and students general performance – class participation in Assignments of 5 (five) marks each for each paper, except in Seminar, Viva – voce, Training Report, Project Report, shall be required to be completed by each student, out of which the best one shall be assessed for the Internal Assessment. 3 (Three) Internal tests of 10 (ten) marks each in each paper, except in Seminar, Viva – voce, Training Report, Project Report shall be conducted by the Department / Affiliated Institution, out of which the performance in best 2 (Two) shall be counted for the purpose of the Internal Assessment. Accordingly there shall be a Maximum of (five) 5 marks for Assignment, 20(twenty) marks for Internal Test and 5 (five) marks for general performance in class participation and attendance of the student. These 5 marks in each paper as mentioned above shall be awarded by the teacher concerned on the basis of the class participation and attendance of the student.

In so far as the External Semester questions paper is concerned each examination paper shall be of three hours duration with the maximum marks being 70 (Seventy). The pattern of Question Paper setting for External Semester Examination is indicated at Annexure – 1. The duration of the Internal Tests and the modalities of the Tests shall be decided by the teacher concerned in the respective subjects in consultation with the head of the Department/ Director of the Affiliated Institution as the case may be. The maximum marks for Internal Assessment shall be 30 (Thirty) as indicated above.

The Department/ Affiliated Institute shall forwarded the Internal Examination marks awarded by the teacher/ Internal Expert concerned in the respective paper to the registrar before start of the External Semester Examination for being incorporated with the result of the Semester Examination.

- 2. Presentation of Seminar:** Each student shall be required to present a seminar in each semester, except in the fourth semester where the emphasis is on the Project report, lasting approximately for one hour divided into 5 minutes for introduction of the topic by

the chairperson, 35 minutes for presentation of the seminar by the student concerned, 15 minutes for summing up by the chair person. The marks shall be awarded by the Internal Expert appointed by the Head of the Department/ Director of the Affiliated Institute for respective students, on the basis of pre determined criteria illustrated at Annexure- II. In the First Semester, the Student being fresh to the environment and coming from different academic background, the topic of the Seminar shall be on general subjects of their choice. In second Semester the seminar shall be on the topics related to Trade, Industry, Commerce, Corporate world and Corporate Affairs. The seminar in the Third Semester shall be based on the training Report.

3. Summer Training And Project Report: It is compulsory for all the students to attend and complete 45-60 days training at the end of Second Semester in any trading, commercial, Industrial, Financial or similar organization to be approved by the Department/ Affiliated Institution as the case may be for their respective students. On completion of the training the student shall submit Training Report to the Department/ Affiliated Institution within fifteen days of the completion of the training. In the Fourth Semester. The students are required to undertake a Project under the supervision of a Teacher and for that purpose the topic of the project work and time schedule shall be allotted by the designated teacher concerned to the students under their charge immediately at the beginning of a third Semester so that the project report shall be in the form of Dissertation and two copies of the report shall be submitted by the students in the Department/ Affiliated Institution before conclusion of the Fourth Semester Examination. The Department/ Affiliated Institution Immediately shall forward one copy of the said Project Report to the registrar after the students, for getting it evaluated by the External Expert, have submitted it. The teacher concerned under whose supervision must certify the Project report and the guidance the Project has been undertaken.

4. Eligibility for Passing the Examination: The Minimum marks for passing the examination in each of the Semester shall be 50% (Fifty Percent) in aggregate subject to a minimum of 45 % (Forty Five %) in each paper. Further a student who has secured minimum marks to pass in each paper as mentioned above but has not secured the minimum marks to pass in aggregate for the Semester concerned shall be eligible to reappear in two papers in which he/she secured minimum marks in that semester so as to improve the aggregate marks in the concerned Semester

5. Provisions regarding Promotion: No student shall be admitted to Second year of the course unless he/she has passed in at least 12 (Twelve) papers out of Sixteen (16) papers offered by him /her during the first year of the course (First & Second Semester Examinations Taken together) In that way a student can be allowed to reappear, in 4 (Four) Examination paper of External Semester Examination in which he/she failed in respective Semester Examination, during Second year of the course as back paper. Further the student will be allowed to re-appear in any paper in the respective External Semester Examination subject to the condition that the total numbers of papers shall be within the total limit of (four) (4) back papers in a year as mentioned in this Para and further that total number of attempts for a paper shall not exceed the total span period of programme of 4 (four) years. Further all students shall have to pass the Degree programme within the span period of the programme which is four years from the date of the admission in the programme. In case of those students whose back papers are more

than 4 (Four) as mentioned above, they shall not be allowed to proceed to Second Year (Third Semester) unless they pass the First year course (First Semester and Second Semester) The students who have thus failed shall be Ex-students and shall repeat the respective Semester. The back paper examination held with the respective regular Semester Examination. If a student fails to clear the degree programme during the span period of four years from the date of admission then he or she shall not be eligible to be readmitted in the MBA degree programme. The Ex-students shall be exempted from paying Fees and may be exempted from attending the classes. Back papers facilities shall not be available in Internal Examination.

It is here by clarified that promotion from First Semester to the second Semester shall be further subject to the condition that at the end of the First Semester , a student would be promoted provisionally to the Second Semester provided he/she has appeared in the First Semester Examination and his/her continuation to the second Semester shall be subject to the condition that on declaration of the result of the First Semester he/she should not have failed in more than four Examination papers. In case the student fails in more than four Examination papers, his/her admission to the Second Semester shall stand cancelled.

Similarly, promotion from Second Semester to the Third Semester shall be subject to the condition that at the end of the Second Semester, a student would be promoted provisionally to the Third Semester provided he/she has appeared in the second Semester Examination and his/her continuation to the Third Semester shall be subject to the condition that on declaration of the result of the Second Semester Examination he/she should not have failed in a total of more than four Examination Papers First and Second Semester Examinations taken together. In case if the student fails in a total of more than four Examination papers in the First and Second Semester taken together, his/her admission to the third semester shall stand cancelled.

The promotion to the subsequent Semester shall also be subject to the condition that at the end of the previous Semester a student would be promoted provisionally to the subsequent Semester provided that he/she has appeared in the previous Semester Examination and his/her continuation in the concerned subsequent Semester shall be subject to the condition that on declaration of the result of the previous Semester Examination and any back papers that the student may have appeared in, he/she should not have a cumulative of more than four back papers.

It is further approved that the provisions mentioned in these ordinance are also applicable to the ongoing students of respective courses.

6.Provisions for Attendance: To constitute a regular course of study a student must attend at least 75% (seventy five percent) of the lectures in each paper. If the attendance is short than 75% (seventy five percent) then he or she shall not be eligible to sit in the respective Semester Examination.

7. Award of Division: A student who obtained 60% (Sixty Percent) or more marks in aggregate in all the semester taken together shall be awarded First Division, those with 50% (Fifty percent) or more marks less than 60% shall be awarded Second Division. In case of those students whose aggregate marks are 75% (Seventy five percent) or more

shall be declared passed with distinction and this fact shall be indicated in the mark sheet of Final Semester.

8. Medium of Instructions: The medium of Instruction of study and the examinations shall be English.

9. Admission fees & Other Charges: Admission fee and other charges to be levied from the students shall be as such decided by the University from time to time.

10. Omnibus Clause: This ordinance and the syllabus shall come into effect from the academic session 2005-2006 with effect from July, 2005. In case of any clarification on any points mentioned in the ordinances and the syllabus or for any dispute on any points the decision of the university with the approval of the Vice- Chancellor would be final and binding on all concerned.

Annexure - I**Pattern for question Paper Setting-External Semester Examinations:**

In the External Examination paper in each subject, except Training Report, Project, Seminar & Viva voce, the examination paper will carry a maximum of *70 marks normally divide among the questions and will be for duration of three hours. The question paper will be divide into two sections. There will be a compulsory short case study or some problem seeking solution under section A. In section b, there will be four questions all of which have to be attempted. First question Section B will ask for a short note (to answers any 4 out of 8) **Each of the other three (3) questions will include an alternate choice.** A model of the question paper is present below.

Note: All questions have to be attempted.

Section – A

1. Short case study / problem – Case study/ Problem given should not be of more than five hundred words

Section - B

2. Write short notes (up to fifty words) on any **four** of the following **3 marks each**
 - (a)
 - (b)
 - (c)
 - (d)
 - (e)
 - (f)
 - (g)
 - (h)
3. Describe X Y Z .? **OR**
Describe A B C .? **14 marks each**
4. (Pattern as same in 3) **14 marks each**
What is A.B.C.? **OR**
What is X.Y.Z.?
5. (Pattern as same in 3) **14 marks each**
Explain the U. V .W **OR**
Explain R. S. T

(Incase of the papers related to Information technology Group the question paper will be of 50 marks consisting of 10 marks each question as above mentioned since in this group there will be practical examination in each paper of 20 marks.)*

Note: Their must be 8 questions in examinations papers as per indicated above and should be within the syllabus – copy enclosed.

Annexure – II

Seminar Assessment Sheet

Name of the Student:

Chair Person:

Topic of Seminar:

Date of Seminar:

Parameter	Maximum marks	<i>Marks Obtained</i>	Parameter	Maximum marks	<i>Marks Obtained</i>
<u>Text</u> Abstract	04		Handling Queries		
Text Reference	04		Confidence	10	
Data Source (Credibility)	04		Adequacy	10	
Data Analysis	04		Tactics	05	
Quality of Text	04				
<u>Presentation</u> (Appearance)	04		<u>Chair Person Role</u>		
Gesture	04		Opening Address	02	
Audibility (Clarity)	04		Summarizing	02	
Confidence	04		Leading	02	
OHP/LCD Presentation	04		Command	02	
Reading (Extempore)	05		Control	02	
Time Management	05		Conclusion	05	
Innovative Method	05				
Slides Explanation	05				

Total marks – 100

Marks Obtained:

No. of participants attended the Seminar:

Signature of Expert:

(Where the total Marks are 50 the marks in parameter shall be half)

FIRST SEMESTER PAPERS

(All Papers in First Semester are compulsory)

MBA 101 – Principles and Practice of Management

Objective

The objective is to provide an understanding of basic concepts, principles of management. The aim is to inculcate the ability to apply multifunctional approach to Organizational objectives.

Course Contents

- (i) Nature, Scope and Significance of Management, Evolution and Development of Management Thought. Process and Functions of Management. Overview of the Functional Areas of Management.
- (ii) Nature, significance and scope of planning, Types of plans, Process and Techniques of Decision Making, MBO, MBE, Planning Strategies and Policies.
- (iii) Nature and Significance of Organizing –Organizations Theories, Organization Structure, Departmentation, Line and Staff Relationship, Span of Management, Authority, Accountability, Delegation and Decentralization and Group Functions, Staffing, Appraisal and Development of Managers, Formal and Informal Organizations.
- (iv) Nature and Scope of Directions, Issues in Managing Human Resources. Motivation- Concept, Nature, Importance and Theories of Motivation, Leadership Patterns and Styles.
- (v) Concept and Significance of Communication, Process, Types and Techniques of Communication, Barriers of Communication.
- (vi) Nature and Scope of Co-ordination, Principles, Techniques and Barriers to Co-ordination,
- (vii) Management Control- The Elements, Process and Styles of Control, Techniques of Control.
- (viii) Emerging Horizons of Management-Challenges before Future Managers in 21st Century.

MBA102 – Business Environment

Objective

The object is to educate the students on the role of business in modern society. Emphasis is placed on the significant relationship, which exists between business and the social, legal, political, economic, financial and fiscal environment in India. Analysis of competitive business environment with special reference to India.

Course Contents

- (i) Concept, Nature and Significance of Economic, Socio-cultural, Political, Legal, Technological and other Forces Affecting Business Operations and Growth, Emerging Indian and Global Business Environment. Elementary Exposure to Financial Markets.
- (ii) Social Responsibilities of Business, New Concept of Stakeholders in Business, Business Ethics and Corporate Social Responsibility, Concept of Corporate Governance.
- (iii) Industrial Policy, Trends in Industrial licensing, Big V/S Small Scale Industry and Its Prospects.
- (iv) New Economic Policy , Privatization, Liberalization Globalization Their Implication for Indian Business, Impact of Multi National Corporation in Indian Business World,
- (v) Fiscal Policy and Monetary Policy.
- (vi) Role of Policy and Monetary Policy.
- (vii) Export-Import Policy, Regulation of Foreign Trade, Export Promotion and Import Substitution, Emergence of Regional Trade Blocks, EOU's and EPZ's
- (viii) Institutional and Legal Aspects of business Environment in India, India and WTO , Flow of Capital, Acquisition, Mergers, Technical Co-operation, Franchise, Venture capital

MBA 103 – Quantitative Analysis for Business Applications

Objectives

The objective is to provide basic knowledge of the concept of quantitative techniques having their application in the field of Business.

Course Contents

- (i) Management and Decision Making, Statistics and Managerial Decision Making, Functions – Applications of Functions, Some special Functions A.P. and G.P and their Managerial Applications. Markov chains and their Applications.
- (ii) Transportation Problems, Problem Statement, Testing Optimality, Modi Method and Improving the Solution
- (iii) Linear Programming, Basic Concepts, Model formulation, Solution Method, Duality.
- (iv) Theory of Games, Simulation, Basic Concept of PERT and CPM.
- (v) Probability, Definition, Basic Concepts, Marginal Joint Conditional Probabilities, Additive and Multiplicative Rules, Random variables, Probability Distribution, Concept of Fractal, Mean of Random variables, Properties of Mean, Variance of a random Variable.

MBA104 – Financial And Management Accounting

Objectives:

The objective is to provide basic knowledge of the science of Accounting, interpretation of Financial Statements and to develop an understanding of Accounting Tools, techniques and Information and their uses in Managerial Decision making.

Course Contents:

- (i) Financial Accounting – Meaning, Need, Objectives, Concepts & Conventions. Branches of Accounting, Internal and External Users of Accounting, Advantages and Limitations of Financial Accounting, Accounting Standards.
- (ii) The Double Entry System – Its meaning and Scope, The Journal, Cash Book, Ledger, Trail Balance, Trading Account, Profit and Loss Account, Balance Sheet, Entries and Adjustments of different heads in different books and Accounts. Introduction of Company Accounts.
- (iii) Managing Accounting – Meaning, Function, Scope, Utility, Limitation and Tools of Management Accounting, Analysis of Financial Statements – Ratios, Comparative and Common size Statements, Cash Flow and Fund Flow Analysis, management Audit and Financial Reporting.
- (iv) Cost Accounting – Nature, Objectives, Significance of Cost Accounting, Classification of Cost, Costing of Material, labour, and Overheads. Marginal Costing, and cost volume profit Analysis – Its Significance, Uses and limitations.
- (v) Standard Costing – Its Meaning, Uses and Limitations, Determination of Standard Cost, Variance Analysis – Material, Labour and Overheads.
- (vi) Responsibility Accounting – Its Meaning and Significance, Cost, Profit, and Investment Centers. Accounting for Price level Changes – Concepts, CPP and CCA methods.
- (vii) Budget and Budgetary Control - Its Meaning, Uses and Limitations, Budgeting and Profit Planning, Different types of Budget and their Preparations, Sales Budget, Purchase Budget, Production Budget, Cash Budget, Flexible Budget, Master Budget, Zero Based Budgeting.

MBA105 – Managerial Economics:

Objectives:

The Objectives is to provide the knowledge of Economics Theories of and their applications for Managerial Decisions.

Course Contents:

- (i) Meaning of Managerial Economics – Scope and its Role in the process of Decision Making.
- (ii) Introduction to the Analysis of Market Mechanism, Theory of Demand, Interaction of Demand and Supply, Static and Dynamic Equilibrium, Demand Analysis and Demand Forecasting, Elasticity of demand, Concepts of Revenue.
- (iii) Concepts of Cost – Cost Clarification, Fixed and Variable Cost, Total, Average and Marginal Cost, Opportunity Cost, Real Cost, Cost out-put Relationship in Short run and Long run, Cost Analysis in the process of Decision making, Cost and Optimum size of plant, Cost and Multiple Products.
- (iv) Productions And Cost Functions – Law of variable Proportions and Returns to Scale, Economics of Scale, Input Output Decision, Cost Curves, Break Even Analysis.
- (v) Pricing – Determinants, Price Determination under Perfect Competition, Monopoly and Imperfect Competitions, Oligopoly, Concept of Selling Cost, Non Price Competition.
- (vi) Profit management – Profit Theory, Measurements of profits, Profit Policies and Its Objectives, profit planning with Special Reference to Break Even Analysis.
- (vii) National Income – Concept and Measurement, GNP & GDP Economic Growth – Meaning, and Determinants, Phases of Business Cycle.
Inflation – Meaning and cause, Investment Decisions, Capital Budgeting, Public Investment Decisions, Economics of Risk and Uncertainty.

MBA 106 – Business Communications:

Objectives:

The objective is to acquaint the students with the knowledge of Communication, written as well as Oral required in the Corporate world in its Day to day Functioning.

Course Contents:

- (i) Business Communication – Its nature, role and Importance in Business World, Legal Aspects of Business Communication, Power and Techniques of Negotiations.
- (ii) Process of Communication – Barriers and gateways in Business Communications, Non – Verbal Communication. Techniques of Efficient and Effective Communication.
- (iii) Letter Writing – principles, Structure and Planning of letter writing. Types of letters in Business Communication, Modern Office Communication techniques.
- (iv) Oral Communication – Public Speaking, Body Language, Presentation of Reports, Presentations of Sales Plans. Leading and Participation in Meeting and Conferences.
- (v) Comprehensions and Précis Writing, Grammar and its uses in Business Communication.
- (vi) Report Writing – Business Reports: Structures, Techniques of Report Writing, and Styles of Report Writing.

MBA 107 – Computer Applications in Business

Objectives:

The objective to acquaint the students with the knowledge and uses of computers and simple applications of computers in managerial decisions. Also to provide them an orientation about the increasing role of computers in corporate, business world.

Course Contents:

- (i) Concept of Computers – Brief History of Computers, Generation and its Evolution, Characteristics of Computers, (Hardware, Software) Criteria for using the Computers, Organizations and Functions of Computers, Advantages and Disadvantages of Computers, Main Areas of Computers and their Applications.
- (ii) Types of Computers – Analog, Digital, Hybrid, General Purpose and Special Purpose Computers, Micro Computers, Mini – Computers, Main- frame Computer, and Super Computers.
- (iii) Input- Output Devices, Storage Units (Disks, CD-ROM, DVD – ROM and tapes), Memory Types (Cache, RAM, ROM), Memory Units, (SIMM, DIMM, RIMM).
- (iv) Data and Information – Data Definition, Data Processing Systems, Data Type, Numeric, Alphabetic, Audio, Graphic, and Video and Their Presentation.
- (v) Data Processing – Introduction to Data Processing, Computer as a Tool for Data processing, Data processing Techniques, Data Analysis, Data Input and Outputs, Data processing Management, EDP Controls and Audits, Data Security.
- (vi) Introduction to Lab Work (Operating Systems, MS- DOS, MS Windows, and UNIX, MS Office (MS Word, PowerPoint, Excel, Access.

MBA 108 – Seminar and Viva voceSeminar

- 50 Marks

Objective

The objective of Seminars is to help the students in developing their communication skills, especially the presentation before the group. Each student is expected to present a seminar (as Elaborated in the Ordinance) on a topic approved by the Teacher In- charge of the seminars. In this Semester the student being new to the Environment, the topic of seminar will be on general topic of the choice of the student. At least one semester for each student is compulsory during the Semester.

Viva voce

- 50 Marks

At the end of Semester Course each student will have to face an interview where he/she is expected to answer questions relating to the course covered during the Semester and on questions of relevant topics concerning Industry, Commerce and trade. The Viva – Voce shall be conducted jointly by the Internal Expert and the External Expert. Since the Viva – voce is to be conducted by the External Expert the Feed back received from the Expert and Suggestions should be used for enrichment of the student in subsequent Semester.

SECOND SEMESTER
(All Papers in this Semester are Compulsory)

MBA 201 – Financial Management:

Objective:

The objective is to provide conceptual knowledge of the tools of financial and Analysis and management and various long term source of finance. It also aims at helping them to develop skills for making financial decision in practical business situations.

Course Contents:

- (i) Introduction – traditional and modern Concept of Finance Function, nature, Scope and Importance, function and Financial decisions, Financial Environment.
- (ii) Financial Planning – Meaning and Steps in Financial Planning, Capitalization – Over and Under Capitalization, capitalization Theory.
- (iii) Leverage – Meaning, Significance and Types.
- (iv) Capital Structure and Cost of Capital, Theories of Capital Structure, Designing Optimal Capital Structure, EBIT, and EPS Analysis.
- (v) Working Capital Management – Concepts, Needs and Nature of working Capital, Methods of determining Working Capital, Requirement, Financing and Control of Working Capital.
- (vi) Management of Earnings, Retained Earnings, and Dividend Policies, Dividend Practice and Dividend Models.
- (vii) Management of long term funds, Source of Long term Finance, Financial Institutions and Term Lending
- (viii) Lease Financing, mergers and Acquisitions.

MBA 202 – Human Resource Management:

Objectives:

The objective is to develop an understanding of the Management of Human Resource with reference to various aspects of Personnel Management and Industrial Relations.

Course Contents'

- (i) Personnel management- Concept, Nature, Scope, and Importance of Human Factor in Managing Modern Organizations; Evolution and growth of Personnel Function in Management: Philosophy of Management of Human Resource Management in India.
- (ii) Personnel Department – Organization and Functions: Personnel manager Qualities and Qualifications; Professionalization of Personnel Management in India.
- (iii) Procurement – Job Analysis, Planning for Human Resource Recruitment, Selection Placement and Induction. Methods of Man power Search.
- (iv) Development – Need, Objectives and Methods of Training; Procedure of Training and its Efficacy. Development of Managers – Principles, Methods, Transfer and Promotions; Performance Appraisal.
- (v) Wage and Salary Administration – Wage policy – Concept, Role and Importance; Job evaluation; Fringe Benefits, Incentive Compensation Prerequisites and problems in Indian Context; Personnel Audit and Research.
- (vi) The Manager and the Group, Group Dynamics, Morale in work Groups, Discipline and employee turnover.
- (vii) Industrial Relations – Concept and Significance of Industrial Relations.
Human Resource System – Concept, Scope and Mechanism.

MBA 203 – Organizational Behaviour:

Objectives:

The objective is to develop an understanding of an individual personality motivational as well their impact on organization. It also aims to develop skills in team building, leadership, managerial effectiveness and conflict resolution.

Course Contents:

- (i) Introduction – Concept, types of Organization, Individual and Organizational Objectives, Organizational Behaviour, Understanding Indian Social and Cultural Environment and its Effect on Industrial Behaviour.
- (ii) Psychological Process in understanding Behaviour, Understanding Attitudes Values and formation of Organization Culture. Perception – Nature and Importance, Perception v/s Sensation Learning – Theories of classical and Operant Conditioning, Learning principles, Reinforcement – Kinds and Administration.
- (iii) Personality – Concept and Theories, Personality in Organization, Personality Development and its Determinants.
- (iv) Directing – Understanding Employees and their needs, Theories of Motivation. Leadership – Meaning, Importance and Styles, Theories of Leadership, Communication and Leadership, Purpose of communication. Inter personnel Behaviour, nature of Inter personnel behaviour, Definition and Characteristics of Group, Their types, and group Dynamics.
- (v) Co-operation and Conflict, Group Cohesiveness Mechanism, Group Co-operation, Power, Authority and Role, Transactional Analysis, Organizational Conflicts.
- (vi) Organizational changes and Organizational Development, Causes of Organizational changes, Process of Change, Change Resistance, Plant Organizational change, Concept and techniques of Organizational development, Component and conditions of Success of organizational development, Intervention – an overview, Kinds of Applications.

MBA 204 – Production and Operations Management:

Objective:

The objective is to get the students acquainted with the design aspects of operations and material management and to develop relevant skill.

Course Contents:

- (i) Nature and Scope of Production and operations Management, its relationship with other Systems in the organization, factors Affecting System and Concept of Production and Operation management. Facility Location, Types of manufacturing Systems and layouts, Layout Planning and Analysis.
- (ii) Functions of Production and material management, Types of production Systems, Productivity Variables, and Productivity Measurement, Production Planning and Control, In Mass Production In Batch production, Job order manufacturing, Production Selection, Product Design, and Development, Process Selection, facilitate Location, facility Layout, Capacity Design, Determination of Material required, Procedure for Purchasing, Stocking and Distribution of Materials.
- (iii) Scheduling, Maintenance Management Concepts, Work Study, Method Study, Work Measurement Work Sampling, Work Environment, Industrial Safety, Material management.
- (iv) An overview of material management, material Planning and Inventory Control, J I T, Budgeting and Material Planning, Purchase Management, Store Management, Safety Management.
- (v) Quality Assurance, Accepting Sampling, Stastical Process Control, Total Quality Management, ISO – 9000. And it's Importance.

MBA 205 – Marketing Management:

Objective

The objective is to develop an understanding of the basic concepts of Marketing, its functions and its relevance for Manager.

Course Contents;

- (i) Concept, Nature, Scope and Significance of Marketing Management. Development of Marketing and Marketing Management, Functions of Marketing Management. Strategic Marketing Planning, Marketing Mix.
- (ii) Marketing Organization, Designing Appropriate Structure and Influencing Factors, Marketing Environment, Micro and Macro Environment.
- (iii) Market Segmentation, Basis of market segmentation and Purpose, Selection of target Market and Positioning Strategies.
- (iv) Consumer Behaviour, Nature and Factors Influencing Consumer behaviour, Decision Making process, Organizational Buying Behaviour.
- (v) Product Management, Concept of Product, Classification of product, Product Life Cycle, new Product development, Product Positioning, Product Line and Product Mix, Branding Decisions, Packaging, and labeling.
- (vi) Pricing, factors Affecting Price Determination, Price Policies and Strategies, pricing Methods.
- (vii) Promotional Mix, Elements of Promotional Mix, Communication Process, Advertising, Personal Selling, Publicity and Public relations, Sales Promotions.
- (viii) Distribution Channels, Role and types of Channels, Factors Influencing Channels decision.
- (ix) Rural Marketing in India – Its Growth And Importance. Marketing Control, Control Operations, Ethical and Legal Aspects of Marketing.

MBA 206 – Management Information System

Objective

The objective is to provide knowledge about the use of computer for various business information applications. The capabilities and limitations of computers and Introducing the student some of the computer programmes forming the part of the management Information System in corporate World.

Course Contents:

- (i) Role of Information and Technology, Business and technology Trends, Definition of MIS, role of MIS in Decision-making, Number Systems, Computer Languages, Computer hardware, Computer Software and operating System.
- (ii) Systems Approach, object Oriented design, The value and cost of information, Decision levels, Data capture, Data Quality.
- (iii) Database management systems, advantages of Data base approach, Queries, Designing of Database, Database Administration, Commercial database.
- (iv) Computer Communication- LAN, Wan, Internet, Peer- to- Peer network, Client – server network.
- (v) Data system- Organization of System department, Physical facilities of system requirement Analysis, System Analysis, System design, System Implementation, System maintenance.
- (vi) Introduction to management information System, decision making and Its Process, need for information and decision making, Its elements, meaning and objectives.
- (vii) Structure of management information System, Successful and Comprehensive Structure, Integration of structure, development of management information System, various MIS reports, making MIS efficient and Effective, Limitations of management information System.
- (viii) Familiarity with Software packages – MS Office, MS Windows, LAN, UNIX etc.

MBA 207 – Research Methodology

Objective:

The objective is to acquaint the student with basic concepts on Research Methodology in Social Sciences so that they could develop adequate understanding of the techniques of data collection and its analysis for Business decision-making as well as application of suitable methods and tools for the purpose.

Course Contents:

- (i) Nature, Meaning and Scope and Significance of Research Methodology. Problem formulation and statement of research objectives value and cost of information-Bayesian decision theory.
- (ii) Organization Structure of research, Research process, Research Designs- Exploratory, Descriptive and Experimental research Designs. Sampling Design, Sampling Fundamentals, Methods of Data collection- Observational and Survey methods, Questionnaire Design.
- (iii) Measurement and scaling techniques, Motivational research techniques, Administration of Surveys, Selection of Appropriate statistical Techniques.
- (iv) Field work and tabulation of Data, processing and analysis of data, Use of SPSS and other Statistical Software packages.
- (v) Advanced techniques for data Analysis, Analysis of Variance and co variance, ANOVA, Discriminate Analysis, Factor Analysis, Conjoint Analysis, Multi dimensional Scaling and Clustering methods, Correlation and Regression Analysis, Time series Analysis, Measures of trend and seasonal Indices. Research Applications.
- (vi) Sampling and Sampling Distributions : Probability and Non – Probability Sampling Methods, Sampling and Non- Sampling Errors, Sampling theory, Sampling Distribution, Hypothesis Testing: T, Z and Chi Square (X²) Tests.

MBA 208 – Seminar And Viva – Voce

Seminar

- 50 Marks

The Objective of Seminar is to help the Students in Developing their Communication Skills, Specially presentation before the Group. Each Student is expected to present a Seminar (As Elaborated in the Ordinance) On a topic Approved by the Teacher In-charge. In this Semester The topic of the Seminars will be Qualitative and based on the issues Relevant to the Corporate World and Business World.

Viva voce

- 50 Marks

At the end of Semester Course each student will have to face an interview where he/she is expected to answer questions relating to the course covered in the Semester and on the questions related to Corporate World And Business world. The Viva – Voce shall be conducted jointly by the Internal Expert and the External Expert. After Viva – voce the feed back of the External experts shall be obtained so as to decide the Modalities of Improvement during Second year of the course.

Summer training:

Each Student is require to under go 45 – 60 days training in any organization immediately after completion of the second semester. Training report on the pattern of approved by the teacher In- charge of training shall be submitted by the student in duplicate to the teacher in – charge. The student shall have to bear all the expenses on training including traveling and daily maintenance and the expenses on preparation of the training report. There will be no vocation after second semester examination and students shall proceed for summer training.