

MBA(FT), Non CBCS 2<sup>nd</sup> Sem.

Course Name: Business Legislation	Course Type Core	Course Code 20100
<b>Objective:</b> The course has been designed to make students aware about the legal proceedings regarding business law.		
Unit: 1 Introduction to Business Law; The Indian Contract Act,1872.		Marks 15
Unit: 2 The Indian Partnership Act,1932; The Limited Liability Partnership Act,2008.		10
Unit: 3 The Companies Act,2013.		15
Unit: 4 The Sale of Goods Act,1930; The Negotiable Instruments Act,1881.		15
Unit: 5 The Consumer Protection Act,1986; The Right to Information Act,2005.		5
<b>Suggested Readings:</b> 1. Business Law: Satish B Mathur-McGraw Hill 2. Elements of Mercantile Law: N D Kapoor Sultan - Chand & Sons 3. A manual of Business Laws: S N Maheshwari& S K Maheshwari- Himalaya Publishing House 4. Business Law: S.S. Gulshan& G. K. Kapoor— New Age International Publishers 5. Business Law:Avtar Singh—Eastern Company		

**Pedagogy**—Class lecture, Decided Case discussion

**Evaluation: Internal assessment:40 marks** (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

**End Semester Examination :60 Marks**

MBA(FT) Non CBCS 2 <sup>nd</sup> Semester		
<b>Course Name:</b> Financial Management	<b>Course Type</b> Core	<b>Course Code</b> 20200
<b>Objective:</b> The course has been designed to provide basic understanding of different concepts of financial management and to acquire the analytical skill for managerial decision making.		
		<b>Marks</b>
Unit 1: Introduction, Nature, Scope, Objectives of Financial Management, Functions of Finance Manager, Long Term & Short Term Financial Decisions, Concept of Time Value of Money		12
Unit 2: Capital Structure, Leverage, Cost of Capital		12
Unit 3: Sources of Funds: Long Term, Medium Term & short Term, Capital Budgeting Decisions		12
Unit 4: Financial Analysis, Profit Planning & Control, Ratio Analysis		12
Unit: 5: Financial Markets, Regulatory Bodies- Role & Functions		12
References:		
<ol style="list-style-type: none"> <li>1. Financial Management, Sharma and Gupta, Kalyani Publishers</li> <li>2. Financial Management, Khan &amp; Jain, Tata McGraw Hill</li> <li>3. Financial Management, P. Chandra, Tata McGraw Hill</li> <li>4. Financial Management, I. M. Pandey, Vikas</li> <li>5. Financial Management, Shrivastav&amp; Mishra, Oxford</li> </ol>		

**Pedagogy:** Lecture Method, Case Study Based Learning, Assignment, and Research Based Learning, Group Discussion and Audio-Visual Tools.

**Evaluation: Internal assessment:40 marks** (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

**End Semester Examination :60 Marks**

MBA(FT) Non CBCS 2 <sup>nd</sup> Semester		
Course Name Marketing Management	Course Type Optional	Course Code 20300
<p><b>Objective:</b> The course aims at introducing retailing as an emerging area of study and its importance in the context of marketing management.</p>		
		Marks
Unit: 1 Understanding marketing management: Importance, scope; Company orientation, Fundamental marketing concepts, trends and tasks, market for non-profit organization, analyzing marketing environment.		12
Unit: 2 Understanding buyer behaviour: Customer value, satisfaction, retention, loyalty, influencing factors of consumer behaviour, buying decision process, market segments and targets.		12
Unit: 3 Elements of marketing mix: Product, price, promotion and place (distribution); direct marketing and personal selling.		12
Unit: 4 Concept and issues related to: Rural Marketing; Industrial Marketing; marketing of services; international marketing.		12
Unit: 5 Marketing Information System and marketing research scope; Objective, investigation, data collection techniques, analysis of data.		12
<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Marketing Management: Philip Kotler – Pearson Education</li> <li>2. Marketing Management &amp; Indian Economy, S. Neelavneghan, Vikas</li> <li>3. Fundamentals of Marketing: W.J. Stanton, McGraw Hill</li> <li>4. Marketing Management: Ramaswamy &amp; Kumari, Mcmillan India</li> <li>5. Selling and Sales Management: Macmillan Laucaster &amp; Jobber Macmillan India Ltd.</li> </ol>		

**Pedagogy:** Lecture Method, Brain Storming, Assignments, , Discussion , Case Study, Audio-Visual teaching learning.

**Evaluation: Internal assessment: 40 marks** (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

**End Semester Examination : 60 Marks**

MBA(FT) Non CBCS 2 <sup>nd</sup> Semester		
Course Name Managerial Skills Development	Course Type Core	Course Code 20400
<b>Objective:</b> The course has been designed to introduce and to understand the basic intricacies of human resource management, various functions and their effective and efficient utilization.		
		Marks
Unit: 1: Importance; Nature of Business Communication; Effective Communication Skill		14
Unit: 2: Process of communication Barriers and gateways in communication; Dos and Don'ts of business writing		12
Unit: 3: Commercial letters; Writing business reports		10
Unit: 4: Oral communication; presentation of reports; public speaking and negotiations; personality development		14
Unit: 5: Legal aspect of business communication		10
<b>References:</b>		
<ol style="list-style-type: none"> <li>1. Effective Business Communication 2<sup>nd</sup> 1976: Murphy Herta A and Peck Charles E</li> <li>2. Developing Communication Skills: Mohan Krishna &amp; Banerji Meera: Macmillan India Ltd.</li> <li>3. Business Communication : Kaul Asha</li> <li>4. Personality Development and soft skills : Mitra K Barun -- Oxford Publication</li> <li>5. Business Communication: Singh Raman - 2<sup>nd</sup> Edition, Oxford Publication</li> </ol>		

**Pedagogy:** Lecture Method, Case Study Based Learning, Assignment, Group Discussion and Audio-Visual Tools.

**Evaluation: Internal assessment:40 marks** (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

**End Semester Examination :60 Marks**

MBA(FT) Non CBCS 2 <sup>nd</sup> Semester		
Course Name Entrepreneurship Development	Course Type Core	Course Code 20500
<b>Objective:</b> The course has been designed to make students acquainted with the entrepreneurial perspectives and encouraging them to be future entrepreneurs		
		Marks
<b>Unit: 1</b> Introduction to Entrepreneurship Development: Definition of Entrepreneur and Entrepreneurship, Characteristics of the Entrepreneurs, Importance, Barriers, Motivational and other factors Responsible for Entrepreneurial Growth		10
<b>Unit: 2</b> Institutions supporting Entrepreneurs: Various Central and State Level Organizations which Help the Entrepreneurs.		12
<b>Unit: 3</b> Innovation, Creativity and Entrepreneurship and Start Ups: Opportunity Analysis, How to Form a Business Idea		10
<b>Unit: 4</b> Business Planning Process: Preparing a Business Plan		10
<b>Unit: 5</b> Micro Small and Medium scale Industry: Definitions, Procedure for Small Scale Industry Registration, MSME Act 2006, Causes of Sickness of the Small Industries		10
<b>Unit: 6</b> Family Run Business		8
<b>References:</b>		
<ol style="list-style-type: none"> <li>1. Entrepreneurship Development: Dr S .S Khanka-- S. Chand and Company</li> <li>2. Entrepreneurship Development, Prof Ajanta B Rajkonwar, Kalyani Publishers</li> <li>3. Entrepreneurship, Badi and Badi, Vrinda Publication</li> <li>4. Entrepreneurship Development :Purnima M Charantimath, – Small Business Enterprises, Pearson Education</li> <li>5. Small Scale Industries and Entrepreneurship:Purnima M Charantimath-- Himalaya Publishing House</li> </ol>		

**Pedagogy :** Lecture, Case Analysis, Field Activities, Business Plan Preparation, Group Activities.

**Evaluation: Internal Assessment: 40 marks**(Preparing a business plan: 20 marks, Presentation 15 marks, Attendance 5 marks).

**End Semester Examination: 60 marks.**

MBA(FT) Non CBCS 2 <sup>nd</sup> Semester		
Course Name Quantitative Techniques	Course Type Core	Course Code 20600
<p><b>Objective:</b> The main objective of the course is to make students comfortable with quantitative techniques and use mathematical and statistical models in quantitative decision making.</p>		
		Marks
<p><b>Unit 1:</b>Quantitative Analysis Approach, Advantages of Mathematical Modelling</p>		4
<p><b>Unit 2:</b>Set Theory; Relations; Functions and Applications; Limits &amp; Continuity; Differentiation – standard differentials, rules of differentiation, partial differentiation; Applications of Differentiation – maxima &amp; minima; Integration – standard integrals, integration by parts; definite integrals and applications; Matrices &amp; Determinants – basics, Solution of equations</p>		16
<p><b>Unit 3:</b>Permutations and Combinations; Probability – concepts and techniques of finding probabilities; Probability Distributions – the basics, Binomial, Poisson and Normal Distributions</p>		10
<p><b>Unit 4:</b>Samples and Sampling Distributions; Estimation and Hypothesis formulation; Hypothesis testing; Chi –square Test &amp; ANOVA</p>		10
<p><b>Unit 5:</b>Decision Making Scenarios; Sensitivity Analysis &amp; Decision Trees; Correlation &amp; Regression; Forecasting techniques</p>		10
<p><b>Unit 6:</b>OR basics; Linear Programming - Formulation and Graphical Method, Simplex Method; Transportation Problems – formulation, NW Corner Method and VAM; Game Theory – basic concepts, Solving Problems involving Mixed Strategies – only 2 x 2 games</p>		10
<p><b>Practical:</b>MS Excel 2007/10 - Use of formulas appropriate for this course.</p>		
<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Quantitative Methods – D R Agarwal, Vrinda Publication (P) Ltd.</li> <li>2. Quantitative Techniques of Managerial Decisions – U K Srivastava, G V Shenoy, S C Sharma, New Age</li> <li>3. Operations Research – S Kalavathy, Vikash Publishing House (P) Ltd.</li> <li>4. Mathematics for Business &amp; Economics – J K Sharma, Asian Books Private Limited</li> </ol>		

**Pedagogy** : Lectures, Presentations &Practicals

**Evaluation: Internal assessment:40 marks** (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

**End Semester Examination :60 Marks**

MBA(FT) Non CBCS 2 <sup>nd</sup> Semester		
Course Name Research Methods in Business	Course Type Core	Course Code 20700
<p><b>Objective</b> : This course is designed to share the stimulating, challenging, and sometimes frustrating world of research supported decision making with post graduate students preparing to be future managers</p>		
<p><b>Unit 1: Introduction to business research</b> The Research Process; Types of Research designs; Applications in business and social sciences</p>		<b>Marks</b> 15
<p><b>Unit 2: Preliminary stages of research:</b> Literature Review; Sources of data; Hypothesis formulation; Research design- Exploratory, descriptive, experimental and Survey.</p>		10
<p><b>Unit 3: Data Collection, Measurement and Scaling:</b> Types of Data; Scales of Measurement; Errors in measurement; Questionnaire design; Sampling and populations; Coding and Editing</p>		10
<p><b>Unit 4: Data Analysis and Presentation:</b> Data Preparation and Description; Classification and tabulation; Hypothesis Testing; Statistics-Descriptive and inferential; Chi Square analysis and ANOVA</p>		15
<p><b>Unit 5: Research Ethics, Report writing and Presentation:</b> Referencing, citations and declarations; Report structure and sequence; Formatting and Plagiarism checks.</p>		10
<p><b>References</b></p> <ol style="list-style-type: none"> <li>1. Business Research Methods, Donald Cooper and Pamela S. Schindler, McGraw Hill</li> <li>2. Research Methodology: concepts and cases , Chawla&amp;Sondhi, S Chand</li> <li>3. Research Methodology, Gupta and Gupta, PHI</li> </ol>		

**Pedagogy** : Lectures, Presentations & Practical

**Evaluation: Internal assessment:40 marks** (2 Sessional Examinations – 10 marks each totalling 20 marks, Home Assignment- 15, Attendance- 5)

**End Semester Examination :60 Marks**