

**SYLLABUS
FOR
MBA-FINANCIAL MANAGEMENT
(MBA-FM)**

**CHOICE BASED CREDIT SYSTEM
(CBCS)**

2023 -24



**DHARANIDHAR UNIVERSITY
KEONJHAR-758001,ODISHA.**

Website-www.ddcollege.nic.in

COURSE OFFERED DETAILS WITH SYLLABUS

The Department of professional studies (DPS), under the prestigious D.D. University , Keonjhar, works with the objective of providing training through a well developed curriculum to deal with the problems and challenges of managing and developing the managerial efficacy in the finance industry.

The Department endeavours to develop qualified, proficient and dedicated finance professionals through a full-time two-years MBA in (Financial Management) programme. To keep students abreast with the latest developments in the field of finance, the curriculum has been updated with new subjects. Our students are our strengths and alumni are our path showers. The department proves its worth through the excellence, achieved by its products.

COURSES STRUCTURE:

The two-year full time **MBA-FM** programme is a burning academic opportunity in the hands of the students which consists of **4 - semester** system in the recent Corporate world.

Course Structure of MBA-FM

Semester	Paper Code	Name of the Paper	Credit points	Marks Distribution		
				Th	Int.Th/ VV	Total
First Semester	CC-101	Management Concepts & Organisational Behaviour	4	80	20	100
	CC-102	Business & Financial Environment	4	80	20	100
	CC-103	Economic Analysis for Decision Making	4	80	20	100
	CC-104	Quantitative Techniques for Management	4	80	20	100
	CC-105	Marketing Management	4	80	20	100
	CC-106	Financial & Cost Accounting	4	80	20	100
	CC-107	Financial Management	4	80	20	100
Second Semester	CC-201	Financial Markets & Institutions	4	80	20	100
	CC-202	Accounting For Managerial Decisions	4	80	20	100
	CC-203	IT for Managers	4	80	20	100
	CC-204	Investment Management	4	80	20	100
	CC-205	Banking And Insurance Management	4	80	20	100
	CC-206	Research Methodology & Report Writing	4	80	20	100
	CC-207	Merchant Banking & Financial Services	4	80	20	100
Third Semester	CC-301	Operation Research	4	80	20	100
	CC-302	Financial Services Marketing	4	80	20	100
	CC-303	Financial Derivatives & Risk Management	4	80	20	100
	CC-304	Portfolio Management	4	80	20	100
	CC-305	Corporate Restructuring & Financial Engineering	4	80	20	100
	CC-306	Corporate Tax Planning & Management	4	80	20	100
	CC-307	Summer Internship Training Report (SITR)	4	50	50	100
Fourth Semester	CC-401	Strategic Financial Management	4	80	20	100
	CC-402	Business Ethics & Corporate Governance	4	80	20	100
	CC-403	International Finance	4	80	20	100
	CC-404	Business & Corporate Law	4	80	20	100
	CC-405	Retailing & Brand Management	4	80	20	100
	CC-406	Commodity Markets & Futures	4	80	20	100
	CC-407	Project Report & Viva –Voce (DC)	4	50	50	100
Total						2800

- **Th: - Theory.**
- **Int: - Internal.**
- **VV: - Viva Voce.**
- **CC: Core Course**
- **SIP: Summer Internship Project**
- **DC: Dissertation Course**

FIRST SEMESTER

MBA-FM CC-101 MANAGEMENT CONCEPT AND ORGANISATION BEHAVIOUR

Objective

The objective of this course is to help students understand the conceptual framework of management and Organisational Behaviour.

Course Input

UNIT- I

Schools of Management Thought: Scientific, Process Human Behaviour and social System School: Decision Theory School: Quantitative and System school: contingency theory of Management: Functions of a manager.

Managerial Functions: Planning—concept, significance, type; Organizing – concept, principles, types of organizations, authority, responsibility, power, delegation, decentralization; staffing; Directing; Coordinating: Control – nature, process, and techniques.

UNIT II

Organizational Behaviour: Organisational behavior-concept and significance; Relationship between management and organisational Behaviour; Emergence and ethical perspective; Attitudes: Perception: Learning; Personality.

Motivation: Process of Motivation: Theories of Motivation – Need Hierarchy Theory, Theory X and Theory Y, Two Factor theory, Alderfer's ERG Theory, McClelland's Learned, Need theory, Victor Vroom's Expectancy Theory, Stacy Adams Equity Theory.

UNIT-III

Group Dynamics And Team Development: Group Dynamics –definition and importance, type of groups, group formation, group development, group composition, group performance factors; Team development.

Leadership: Concept; Leadership styles; Theories – Trail Theory, Behavioural Theory, Fielder's Contingency Theory; Harsey and Blanchard's Situational Theory Managerial Grid: Likert's Four Systems of Leadership.

UNIT- IV

Interpersonal and Organizational Communication: Concept of two-way communication; Communication Process; Banners to Effective Communication; Type of Organizational Communication ; Improving Communication; Transactional Analysis in Communication.

UNIT-V

Organizational Conflict: Dynamics and Management; Sources, patterns, levels, and types of conflict; Traditional and modern approaches to conflict; Functional and dysfunctional organizational conflicts; Resolution of conflict.

Organisational Development: Concept; Need for change, Resistance to change; Theories of planned change; Organisational diagnosis; OD intervention.

References:

1. Griffin, Ricky W; organizational Behaviour, Houghton Mifflin Co. Boston.
2. Hellreigel, Don John W: Slocum Jr. and Richards W. Woodman: Organizational Behaviour, South Westrn College Publishing, Ohio.
3. Hersey, Poul, Kenneth H. Blanchard and Dewey E. Johnson Management of Organizational Behaviour: Utilizing Human Resource, Prentice Hall, New Delhi.
4. Koontz, Harold, Cyril O'Donnell and Heinz Weihrich: Essentials of Management, Tata McGraw-Hill, New Delhi.
5. Luthans Fred: Organisational Behaviour: Tata McGraw Hill, New Delhi.
6. Newstrom, John W. and Keith Davis; Organisational Behaviour: Human Behaviour at work, TMH, N. Delhi.
7. Robbins, Stephen P, and Mary Coulter: Management, Pretince Hill, New Delhi.
8. Robbins, Stephen P: Organisational Behaviour, Prentice Hall, New Delhi.
9. Steers, Richards M. and J. Stewart Black: Organisational Behaviour, Harper Collins College Publishers, NY.
10. Sukla, Madhukar: Understanding Organisations: Organisations Theory and Practice in India, PH, New Delhi.
11. Thom Hill: "Managing Change" Pearson Education, New Delhi.
12. Green Berg: "Behaviour in Organisation"
13. Ivancevich JM. Konopaske R and Matteson MT: Organisation Behaviour and Management, Tata McGraw Hill 7th Edition, 2006.
14. Aswathappa K: Organisational Behaviour. Himalaya Publishing House.
15. Prasad LM: Organisation, Behaviour, sultan Chand, New Delhi.
16. Moorhead G & Griffin R.W: organizational Behaviour Managing people & Organaisation, AITBS Publishers & Distributors, New Delhi.
17. Vashisth N. Students Guide to Management Taxman allied Services Pvt. Ltd. New Delhi.

MBA-FM CC-102 BUSINESS AND FINANCIAL ENVIRONMENT

Objective

The Course develops ability to understand and scan business environment analysis opportunity and take decisions under uncertainty.

Course Input

UNIT-I

Glimpse of business Environment: Business in 21st century, Relevance of Business Environment. Scanning of Business Environment.

UNIT-II

Economic Environment: Fiscal Policy, Monetary Policy Physical Policy, Industrial Policy.

UNIT-III

Government and Business: Social Responsibility of Business, Institutional Frame work of Business, Globalization and India Business, MNC, Economic Planning in India.

UNIT-IV

National Economic Planning in India: Business Economic Problems in India, Poverty, Unemployment –infrastructure, Inflation, Industrial Sickness, Non Economic Policy.

UNIT-V

Institutional Support & Business, WTO, Trading Blocks IBRD/World Bank & IMF, UNCTAD, MNCs, Regional Associations/Centres.

References:

1. Adhikary, M: Economic Environment of Business, Sultan Chand & Sons, New Delhi.
2. Ahluwalia, I.J: Industrial Growth in India, Oxford University Press, Delhi.
3. Alagh, Yoginder K: Indian Development Planning and Policy, Vikas Pub, New Delhi
4. Aswathappa, K: Legal Environment of Business, Himalaya Publication Delhi.
5. Chakravarty, S: Development Planning, Oxford University Press, Delhi.
6. Daniels “international Business, Environment and Operations Pearson Education, New Delhi
7. Dhingra: The India Economy, Sultan Chand.
8. Hanke: Business Forecasting, PHI
9. Ghosh Economic Environment of Business, Vikas
10. Ghosh, Biswanath: Economic Environment of Business, Vikas Pub New Delhi.
11. Govt. of India; Economic Survey, Various Issues.
12. K. Aswathappa: Essential of Business Environment, Himalaya Publication.
13. Mishra & Puri Economic Environment of Business, Himalaya Publication.
14. Ramaswamy, V.S and Nama Kumari: Strategic Planning for Corporate Success, Macmillan New Delhi.
15. Sengupta Government and Business, Vikas

MBA-FM CC-103 ECONOMIC ANALYSIS FOR DECISION MAKING

Objective

This course develops managerial perspective to economic fundamentals as aids to decision making under given environment.

Course Input

UNIT I

Nature and Scope of Managerial Economics: Economic theory and managerial theory; Managerial economist's and responsibilities: M.E. and decision making. Nature of Economic Problem and Economic Analysis, Economic concepts and Principles. Objective of a firm; The nature of firm, theories of firms, maximizing versus satisfying. The concept of economic profit, measurement and policies on profit maximization.

UNIT-II

Demand Analysis: Individual and market demand function; Law of demand, determinants of demand; Elasticity of demand- its meaning and importance; Price elasticity. Income elasticity and cross elasticity; using elasticity in managerial decisions. Demand Function demand estimation, Expert Opinion, Market Experiments, Surveys, Demand forecasting technique.

UNIT-III

Production Theory: Production function – production function with one and two variable inputs; Estimation of production function; Cost Concept, Cost Distinctions, Cost Function.

UNIT-IV

Price Determination under different market conditions: Characteristics of different market structures; Price and output decisions under perfect competition, monopolistic competition and monopoly.

Pricing Practices: Methods of price determination. Pricing of multiple products, price discrimination international price discrimination and dumping; transfer pricing.

UNIT-V

Business Cycles: Nature and phases of a business cycle; Theories of business cycles. Inflation: Definition Characteristics and types; Inflation in terms of demand pull and cost-push factors; Effects of inflation. Economic environment in India since 1991 .Need to reform the reforms, New Economic Policy, Economic integration and preferential Trading Arrangement, International Trade Policy.

References:

- 1 Baumol, William J: Economic Theory and Operations Analysis, PH, London.
- 2 Baya, Michael R: Managerial Economics and Business Strategy, McGraw Hill Inc. New York.
- 3 Chopra, O.P. Managerial Economics, Tata McGraw Hill, Delhi.
- 4 Dean Joel: Managerial Economics, Prentice Hall Delhi.
- 5 Dholakia R.H. And A. L. Oze: Micro Economics. For Management Students, Oxford University Press, New Delhi.
- 6 Eaton, B Curtis and Diane Faton: Micro Economics, PH, Delhi.

- 7 Gough J. and S. Hills: Fundamentals of Managerial Economics, Macmillan London.
- 8 Haynes, W.W.V.L Moto and S Paul; Managerial Economics. PH, Delhi.
- 9 Petersen H. Craig and W. Cris Lewis: managerial Economics, PH Delhi.
- 10 Salvatore Dominick: Managerial Economics in a Global Economy, McGraw Hill, New Delhi
- 11 Varian H.R.: Internal Microeconomics: A modern Approach, East west press, New Delhi.
- 12 Dwivedi D.N.: Managerial Economics: Vikas publishing House, New Delhi.
- 13 Vershney RL and Maheshwari KL: Managerial Economics: Sultan Chand and Sons, New Delhi.
- 14 Adhikary M.” Business Economics, Excel Books, New Delhi

MBA-FM CC-104 QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Objective

The objective of this course is to make the students learn the application of statistical tools and techniques for decision making.

Course Input

UNIT- I

Data Sources: Primary and secondary: Primary data collection techniques –schedule, Questionnaire and interview.

Univariate Analysis: An overview of central tendency, dispersion and skewness.

UNIT-II

Correlation and Regression Analysis: Two variable cases.

Index Numbers: Meaning and types: Weighted aggregate indices – Laspeyre’s and Paasch’s indices; Laspeyre’s and Paasch’s indices compared; Indices of weighted average of (pricequantity) relatives; Test of adequacy; Special problems – shifting the base; splicing overlapping index series; Uses and problems.

UNIT- III

Probability Theory: Probability- classical, relative and subjective probability; Addition and multiplication probability models; Conditional probability and Baye’s theorem.

Probability Distributions: Binomial, Poisson and Normal Distributions; Their characteristics and applications.

Statistical Decision Theory: Decision Environment; Expected profit under uncertainty and assigning probabilities; Utility Theory.

UNIT- IV

Sampling: Sampling and sampling (probability and non probability) methods; sampling and non-sampling errors; Law of large numbers and central limit Theorem Sampling distributions and their characteristics.

Statistical Estimation and Testing: Point and interval estimation of population mean, proportion and variance; Statistical testing – hypotheses and errors; sample size; Large and small sampling tests – Z tests, T tests and F tests.

UNIT-V

Non Parametric Tests: Chisquare test; Sing test; Wilcoxon Signed- R and Wald – Wolfowitz tests Kruskal-Wallis test.

Statistical Quality Control: Causes of variations in quality characteristics; quality control chartpurpose and logic; Constructing a control chart-computing the control limits (X and R charts); Process under control and out of control; Warning limits; Control charts for attributes-fraction defectives and number of defects; acceptance sampling.

References:

1. Heinz Kohler: Statistics for Business & Economics, Harper Collins, New Delhi.
2. Hien, L W: Quantitative Approach to Managerial Decisions, PH New Jesery.
3. Hooda, RP: statistics for business and economics, MacMillan, New Delhi.
4. Kothari C.R.: Quantitative Technique.
5. Lawrence B. Mores: Statistics for Business & Economics. Harper Collins, NY.
6. Levin, Richards I and David S Rubin: Statistics of Management, PH, Delhi.
7. Viswanatham “Business Statistics: An Applied Orientation” Pearson Education, New Delhi.
8. Watsnam Terry J. And Keith Parramor: Quantitative Methods in Finance, International Thompson Business Press.

MBA-FM CC-105 MARKETING MANAGEMENT

Objective

The Objective of This Course Is to Facilitate Understanding of The Conceptual Framework of Marketing And Its Applications in Decision Making Under Various Environmental Constraints.

Course Input

UNIT- I

Basics of Marketing: Meaning, Importance, Scope of Marketing; Marketing Elements and Strategies, Marketing Environment; Marketing and Economic Development Process; Marketing Organization.

UNIT-II

Marketing Management and Consumer Behavior: Marketing Management Process:- Planning & Market Segmentation, System; Consumers Behavior and Marketing Strategies.

UNIT-III

Product Management & Pricing Strategies: Meaning and Importance of Product Decision, Product Classification, Product Life Cycle (PLC) and Marketing Strategies; Branding & Packaging: Pricing Objectives, Factors of Pricing Methods, and Pricing Policies.

UNIT-IV

Promotion & Placement Strategies; Meaning And Importance of Communication And Promotion, Elements of Communication. Tools of Promotion. Objectives and strategies of **Promotion;** Meaning and importance of Distributions, Physical Distribution System, Wholesaling and Retailing practices in India.

UNIT- V

Marketing in India Practice: Rural & Agricultural Marketing; International Marketing; Cyber marketing: Co-operative Marketing; Green Marketing.

References:

1. Etzel, M.J.: Marketing-Concepts and cases. Tata McGraw Hill, New Delhi.
2. Keegan: Global marketing management, Pearsons, New Delhi.
3. MKotler, Philip and Armstrong Gary: Principles of Marketing Pearsons New Delhi, 2006.
4. Kotler P.: marketing Management, Parsons, New Delhi.
5. Kumar Marketing & Branding, Pearsons, New Delhi.
6. Majumdar, Ramanuj: Product Management in India. Prentice Hill New Delhi.
7. Mathur: Strategic Marketing Management, McMillan.
8. Mohan Marketing of Higher Technology Products and Innovations. Parsons, New Delhi.
9. Perreault, W.D. and mc Carthy, EJR Basic Marketing, Tata McGraw Hill, 2007 .New Delhi.
10. Ramaswamy & Namkumari: marketing Management, McMillan, New Delhi.
11. Ramaswamy, Namkumari: Marketing Management, Macmillan, Calcutta.
12. Saxena, R: Case Studies in Marketing, the Indian Context, PH, New Delhi.
13. Srinivasan: Case Studies in Marketing, Prentice Hall of India. New Delhi.
14. Stanton, William: Fundamental of Marketing: Tata McGraw Hill Publication, New Delhi
15. McCarty: Marketing management.
16. Pillai R. S. N and Bagavathi, Modern Marketing: Principles and Practices, S. Chand

MBA-FM CC-106 FINANCIAL AND COST ACCOUNTING

Objective

The objective of this course is to enable students understand accounting principles, tools and technique used for taking business decisions.

Course Input

A. Financial Accounting:

UNIT I Introduction: Nature, scope and importance of financial accounting: Generally Accepted Accounting Principals; Accounting cycle and accounting equation; GAAP and accounting standards- Indian and international. Accounting Books: Journal, Ledger and Subsidiary Books.

UNIT II Final Accounts: Preparation of Trial Balance; Profit and Loss account and Balance Sheet; Bank Reconciliation Statement.

UNIT III Final accounts of companies – an overview, Profit & Loss A/c. Balance Sheet and Cash Flow Statement; Final accounts of non-profit organizations.

B. Cost Accounting:

UNIT IV Cost Accounting: Meaning, importance and scope of cost accounting; Elements of cost: material, labour and overhead costs; Methods and types of costing; cost classification; Cost sheet.

UNIT V Cost Ascertainment: Job & Contract costing; Process costing.

Reference:

Jawahar Lal & Srivastava Seema : Financial Accounting – S.Chand, New Delhi.

Jawahar Lal : Cost Accounting, Tata McGraw Hill.

Banerjee Ashok : Financial Accounting, Ecel Books. Banerjee Bhabatosh : Cost Accounting.

Tulsian : Financial Accounting, Pearson Education, New Delhi.

Banerjee, Ashok, "Financial Accounting: A Managerial Emphasis, Excell Books, New Delhi:

Gupta R.L.: Advanced Financial Accounting, S.Chand & Co. New Delhi.

Horngren Charles T., George Foster and Srikant M.Datar: Cost Accounting : A Managerial Emphasis, Pearson Education Delhi.

Narayan aswamy, R: Financial Accounting: A Managerial perspective , prentice Hall , Delhi.

Needles Jr. B.E., H.R. Anderson and J.C. Caldwell: Financial and Managerial Accounting , Houghton Mifflin Co., Boston.

Warren, C.S. and P.E. Fess: Principles of Financial and Managerial Accounting, South = Western, Ohio.

MBA-FM CC-107 FINANCIAL MANAGEMENT

Objective

The objective of this course is to enable the students to understand the fundamentals of financial management in the context of a corporate entity. It attempts to acquaint them with different dimensions of financial managements with a focus on the application of the relevant tools and techniques of financial decision-making aimed at shareholder's wealth maximization.

Course Input

UNIT I Financial Management: Meaning, nature and scope of finance; financial goal – Profit vs. wealth maximization Finance functions – investment, Financing and dividend decisions, Innovative Finance Functions;

UNIT II Capital Budgeting: Nature of investment decisions; Investment evaluation criteria – net present value, internal rate of return, payback period, accounting rate of return; Capital rationing; Risk analysis in capital budgeting.

Cost of Capital: Meaning and significance of cost of capital; Calculation of cost of debit, preference capital, equity capital and retained earning; Combined cost of capital (weighted).

UNIT III Operating and Financial Leverage: Measurement of leverages; Effects of operating and financial leverage on profit; combined financial and operating leverage.

Capital Structure Theories: Traditional and M.M. hypotheses – Determining capital structure in practice.

UNIT IV Dividend Policies : Issues in dividend decisions, Walter's model, Gordon's model, M –M hypothesis, dividend and uncertainty, relevance of dividend; dividend policy in practice; forms of dividends; Stability in dividend policy; Management of Working Capital: Meaning, significance and types of working capital; Calculating operating cycle period and estimation of working capital requirements; Financing of working capital; types of bank finance; Dimension of working capital management .

UNIT V Management of Cash, Receivables and Inventory.

References:

- Brealey, Richard A and steward C.Myers : Corporate Finance, McGraw Hill, Int. Ed. NewYork.
Chandra, Prasanna : Financial Management, Tata Mc Graw Hill, Delhi.
Hampton, John: Financial Decision Making, PH, Delhi.
Pandey, I.M: Financial Management , Vikas Publishging House, Delhi.
Van Horne, J.C. and J.M. Wachowicz Jr: Fundamentals of Financial Management, PH, Delhi.
Van Horne, James C: Financial Management and Policy, PH,Delhi

SECOND SEMESTER

MBA-FM CC-201 FINANCIAL INSTITUTION AND MARKETS

Objective

This course aims to provide students with an understanding of the structure, organization and working of financial markets and institutions in India.

Course Input

UNIT I Introduction: Nature and role of financial system; Financial system and financial markets; Financial system and economic development; Indian financial system- and overview.

Financial Markets: Money and capital markets; constituents, functions; and instruments; Recent trends in Indian money market; Capital market-primary and secondary markets; Deposit system; Government securities markets; Role of SEBI- and overview; Recent developments.

UNIT II Reserve Bank of India: Organisation, Management and functions.

Commercial Banks: Functions, management and investment policies of Commercial Banks; Recent developments in Commercial Banking.

UNIT III Development Banks: Concept; objectives, and functions of Development Banks; Operation and promotional activities of development banks.

Insurance Sector: Objectives, role, investment practices; Insurance Regulatory and Development Authority- role and functions.

UNIT IV Unit trust of India: Objectives, functions and various schemes; Role of UTI in industrial finance.

Non-Banking Financial Institution: Concept and role of non-banking financial institutions; Sources of finance; Functions, investment policies of non-banking financial institutions in India.

Mutual Funds: Concept, performance appraisal, and regulation of mutual funds (with special reference to SEBI guidelines); Designing and marketing of mutual funds schemes; Latest mutual funds schemes in India –an overview.

UNIT V Merchant Banking: Concept, function and growth; Government policy on merchant banking services; SEBI guidelines; Future of merchant banking in India.

Foreign investments; Types, trends and implication ; Regulatory framework for foreign investments in India.

Reference:

- Avdhani : Investmeent and Securities Markets In India, Himalaya Publication, Delhi.
- Bhole, L.M.: Financial Markets andInstitutions, Tata McGraw Hill, Delhi.
- Ghiosh, D : BankingPolicy in India, Allied Publication, Delhi.
- Giddy, I.H:Global Finance Markets, A.I.T.B.S.,Delhi.
- Khan, M.Y.: Indian Financial System,Tata Mc Graw Hill, Delhi.
- Reserve Bank of India,various Reports, RBI Publication,Mumbai.
- Varshney, P.n : Indian Financial System, Sultan Chand & Sons, New Delhi.
- Averbach, Robet D; Money Banking and Financial Markets; Macmillan, London.
- Srivastava R.M. : Management of Indian Financial Institution; Himalaya Publishing House, Mumbai.
- VermaJC:Guide to Mutual Funds and Investment Portfoliuo, Bharat Publishing House, New Delhi.
- Fabozzi : Foundations of Financial Markeets and Institutions, Pearson Education, New Delhi.

MBA-FM - CC-202 ACCOUNTING FOR MANGERIAL DECISIONS

Objective

The objective of the course is to acquaint students with the accounting concepts, tools and techniques for managerial decisions

Course Input

UNIT-I

Introduction: Management Accounting as an area of accounting : Objectives, nature, and scope of Cost Accounting, and Management Account; Management Accounting and managerial decisions; Management accountant's position, role, and responsibilities.

Cost Classification: Statement of Costs, Cost Ascertainment, Job order Cost System and Process Cost system.

UNIT-II

Marginal Costing and Break: Even Analysis: Concert of Marginal Cost; and Absorption Costing; Cost –volume-profit analysis; break-even analysis; Decisions regarding sales-mix, make or buy decisions and discontinuation of a product line, etc

UNIT-III

Budgeting: Meaning and Importance, Essentials of budgeting; Types of Budgets-Functional, master, etc; Fixed and Flexible budget; Budgetary control; Zero-base budgeting; Performance budgeting.

UNIT-IV

Standard Costing and Variance Analysis: Standards costing as a control technique; Setting of standards; Variance analysis-meaning and importance, kinds of variance and their uses – materials, labour and overhead variance.

Responsibility Accounting: meaning and significance of responsibility accounting; Responsibility centers–cost center, profit center and investment center; Performance measurement of responsibility centers.

UNIT-V

Activity-Based Costing; Reporting to Management: Balanced Scorecard.

References:

1. Horngren Charles T, George Foster and Srikanta M. Dattar: Cost Accounting: A Managerial Emphasis, Pearson
2. Banerjee, B. Cost Accounting, PHI
3. Jawahar Lal, Cost Accounting, Tata McGraw
4. Horngren, C.T.Gary L. Sundem and William O. Stratton: Introduction to Management Accounting, Pearson
5. Khan, M.Y. and Cost accounting, Tata McGraw
6. Maheswari, S.N. Principles of Cost Accounting: Sultan Chand
7. Lall, B.M. and I.C. Jain: Cost Accounting: Principles and Practice PHI
8. Pandey, I.M. management Accounting, Vani

9. Kaplan, Management Accounting, PHI.
10. Kishor, R.M. Cost and management Accounting, Taxman
11. Druru, C, Management and Cost Accounting, Thomson.
12. Shukla, Grewal & Gupta, Cost Accounting, S. Chand

MBA-FM- CC-203 IT FOR MANAGERS

The objective of this course is to provide an understand of computers, computer operating system, and application of relevant software in managerial decision making.

Course- Input

UNIT-I

Modern Information Technology: Basic idea of Local Area Networks (LAN) and Wide Area Networks (WAN), E-mail, Concept and evolution of Internet, access devices, concept of a World Wide Web and internet browsing.

UNIT-II

Introduction to E-Commerce: Meaning and Concept; Electronic commerce versus traditional commerce: E-commerce and E-business; Business applications of e-commerce; Need for ecommerce,

E-commerce models, Electronic Payment Systems: Special features required in payment systems for e-cheques, credit cards, smart cards, electronic purses and debit cards; Security in e-commerce.

UNIT-III

Financial Application of Spread Sheets: working with EXCEL – formatting, Financial functions, chart features, working with graphics in Excel. SPSS Applications.

UNIT-IV

Introduction to Accounting Packages: Company Creation, Group and Ledger Creation, Voucher Entry, Maintenance of accounting books and final accounts, financial reports generation. Practical Knowledge on Tally Package.

UNIT- V

Management Information System:

Introduction: Concept, evolution and meaning of MIS; Goals of MIS; Information system for competitive advantage; systems approach to problem solving; challenges in the development of MIS, MIS function in an organization.

References:

1. Diennes, Sheila S: Microsoft Office, Professional for Windows 95, Instance reference, BPB Publication, Delhi
2. Mansfield, Ron: The Compact guide to Microsoft office, BPB Publication, Delhi.
3. Norton, Peter: Working with IBM-PC, BPB Publication, Delhi.
4. O' Brian, J.A: Management Information Systems, Tata McGraw Hill, New Delhi.
5. Ullman, JO: principles of Database Systems, Galgotia Publication New Delhi.
6. Mudrick, Rose and Clapet, Information System for Modern Management, PHI.

MBA-FM CC-204 INVESTMENT MANAGEMENT

Objective

This course exposes the student to the various concepts of investment management and provides an in-depth study of various issues there under.

Course- Input

- UNIT I** Investment: Nature and scope of investment analysis; Elements of investment-return, risk and time elements; Objectives of investment; Security return and analysis; Measurement of return and risk; Approaches to investment analysis;
- Types of Investments: Financial investment- securities and derivatives, deposits, tax-sheltered investments; Non-financial investment- real estate, gold and other types and their characteristics; Sources of financial information.
- UNIT II** Fundamental Analysis: Economic analysis, industry analysis and company analysis.
- UNIT III** Technical Analysis: Various prices and volume indicators, Indices and moving average; interpretation various types of trends and indices.
- Efficient Market Hypothesis: Weak, Semi-Strong and strong Market; Testing of different forms of market efficiency and their significance
- UNIT IV** Valuation of Fixed Income Securities: Bonds, debentures, preference shares, and convertible securities.
- Valuation of Variable Income Securities: Equity Shares.
- UNIT V** Investment by Individuals: Investment policies of individuals; Tax saving schemes in India.

Reference:

- Bhalla V.K. :Investment Management, Security – Analysis, S. Chand, New Delhi.
- Agarwala, K.N and Deeksha Agarwala: Bulls, Bears and The Mouse,Macmillan, New Delhi.
- Fabozzi FrankJ: Investment Management, PH, International Edition.
- Fischer Donal E. and Ronald J. Jordan: Security Analysis and portfolio Management, Prentice Hall, Delhi.
- Kevin S: Portfolio Management , Prentice Hall, New Delhi.
- Machi raju H.R. : Working of Stock Exchanges in India; Wiley Eastern Ltd.;NewDelhi.
- Sharpe William F., Gordon J. Alexander and Jeffery J. Bailey : Investments, Prentice Hall, New Delhi.

MBA-FM CC-205- BANKING AND INSURANCE MANAGEMENT

Objective:-This course exposes the student to the various concepts of Banking and insurance management provides an in-depth study of various issues there under.

Course- Input

- Unit-1** Management and Principles of Bank: Banking System in India, Principles of Banking, The Banking Regulation Act, 1949, Creation of Money, Electronic Banking System, Role of Reserve Bank of India. Principles of Insurance: Introduction, History of Insurance Policies, Types, Policies Conditions and Principles of Insurance.
- Unit-2** Management of Bank Policies: Bank's Investment Policies, Different Loan Policies, Credit Management in Bank. Nature of Insurance Business: Nature of Insurance contract Insurance Contract VS Wage sing Contract, Importance of Insurance- Uses of Insurance Business.
- Unit-3** Management of Deposit and Advances. Opening of a Account, Types of Deposit Account, Importance of CRM, Types of Advances.
Role of Development Officer: Meaning - Importance of Development officer, Duties of Development officer. Principles of General Insurance' Function Personal General Insurance Products, Commercial General Insurance Products.
- Unit-4** Investment Report: Nature of Bank Investment, SLR Requirement & Investment, Nature and Significance of Investment Management, Fundamental of Security Investment. Role of Insurance Agents: Meaning and Definition of Agents Recruitment and selection of Agents, Training of Agents, Duties of Agents, Code of Conduct for Agents, Rights of Agents, Essential Qualifications for successful Agents, Termination of Agents.
- Unit-5** Management of Finance Bank Accounts, Records, Reports, Statement of Advances, Profit and Loss accounts, Balance Sheet and reports. Management Principles in Insurance: Management function in Insurance, hierarchy, Individual and group behaviour, Management of personnel of manager, Management process of selection, Training , Promotion etc.

Reference:

Gerald Hatler, Bank Investments and Funds Management, Macmillan
Stigum, Managing Bank Assets & Liabilities, Dow-Jones Irwin.

Dudley Lockett, Money and Banking, MacGraw Hill.

Mishra M.N. "Insurance principles & Parctice", S.chand, New Delhi

Arif Khan, "Theory and Practice of Insurance" Educational Book House.

Rejda: Principles of Risk Management and Insurance, Pearson Education, New Delhi.

MBA-FM-CC-206 RESEARCH METHODOLOGY AND REPORT WRITING

Objective

This course aims at familiarizing the students with the process and techniques of scientific research and its relevance in the management decision making. This course also aims to help the students to acquire a broad view of communication skills.

Course Input

- UNIT I** Research: Meaning and Objectives, Types of Research, Role of Scientific Research in functional areas: Finance, Marketing, HRD and Production

Research Methodology, Research Process and Defining Research Problems.
- UNIT II** Research Design, Sample Design, Methods and Techniques of Data Collection, Data Processing, Analysis and Interpretation of Data, Use of Statistical Techniques in Analysis of Interpretations.
- UNIT III** Proposal for a Report, Report Writing, Categories of Report, Parts of a Report, Presentation of a report, Summer Placement Report.
- UNIT IV** Communication; Process of Communication, Barriers of Communication, Oral Communication Skills, Written Communication Skills.
- UNIT V** Business Skills : Technical Skills, Human Skills, Conceptual Skills, Strategic Skills, Personal Communication Skills.

Reference:

Wilkinson & Bhandarkar : “Methodology & Techniques of Social Research” (Himalay)

Kothary, C.R.:”Research Methodology, Methods & Technique” (Wiley Eastern)

Bajpai S.R.:”Methods of Social Survey and Research” (Kitab Mahal;, Kanpur)

Hansraj: “Theory & Practice in Social Research”.

Cauvery R.: Research Methodology – S.Chand, New Delhi.

Markets; Harper Collins, New York.

MBA-FM CC-207- MERCHANT BANKING AND FINANCIAL SERVICES

Objective

To know conceptual, functional and regulatory aspects of Indian Capital Market, Merchant Banking and other financial services.

Course Input

UNIT-I

Indian Securities Market: Introduction to securities market, Market structure, Participants, Instruments and Regulations, Differences between money market and capital market, Recent Developments in Securities Market.

UNIT- II

Secondary market Operations: Conceptual issues on Stock Exchanges, BSE ,National Stock Exchange ,OTCEI; Organizational Structures; Functional Aspect; Trading and Settlement Mechanism.

UNIT- III

Financial Services and Merchant Banking in India: Meaning and importance of Financial Services ,introduction ,Origin ,meaning and Importance of merchant banking in India..

UNIT- IV

Merchant Banking: Issue Management, Type of Issues, Marketing, Co-ordination and Pricing of Issues; processing, Allotment, Listing, Loan syndication, Portfolio Management, Wealth Management, Financial Planning.

UNIT- V

Depository Services and Credit Rating Services: Definition , meaning and objective of Depository, Depository services and trading in a depository.
Credit Rating Services-Meaning, Importance and functions of credit rating, Credit rating Agencies in India.

References:

1. F. J. Fabozzi: Capital Market, PHI
2. Anthony Saunders: Financial Markets: Introductions, TMH.
3. Mein Kohn: Financial Institutions: Markets, Oxford.
4. Investment: Merchant Banking, Indian Institute of Bankers, McMillan.
5. A .C. Fernando: India Financial System, Pearson.
6. Mishkin, Eakins: Financial Markers+ Institutions. PHI
7. Gerald Krefetz: Stock Market Logic, Vision Books.
8. C. P. Jones: Investment, Wiley.
9. N. Gopalswamy: Capital Market, McMillan.
10. F. J Fabozzi: Foundations of Financial Markets: Institution, Pearson.
11. D. G. Luenbergs: Investment Science, Oxford.
12. Pathak: Indian Financial System, Parsons.

THIRD SEMESTER

MBA-FM. CC-301 OPERATION RESEARCH

UNIT I Operations Research: Concept and significance of operations research; Evolution of operations research; Steps in designing operations research studies; Operations research models and scope, Decision theory; Decision process, Decision making under uncertainty and risk, Sensitivity analysis and decision trees.

UNIT II Linear Programming and its Applications: Graphic method and simplex method; Duality problem; Transportation problem; Assignment problem.

UNIT III Introduction to Other Types of Programming: Goal Programming; Integer Programming; Dynamic programming; Non-linear programming (introductory only)

Waiting Line Models: Waiters and services: mathematical distribution of queues; Basic models of queuing theory and applications, Single channel models.

UNIT IV Inventory Control: Deterministic models and probabilistic models.

Game Theory: Zero sum game; Pure and mix strategies; Criteria of sharing strategies.

UNIT V Simulation: Application of simulation techniques: Monte-Carlo approach.

Net-Work Analysis: Introduction to PERT and CPM; Application areas of PERT and CPM. Time cost Trade – off analysis, Shortest route Problem.

Reference:

Gupta Hira - Operations Research – S.Chand, New Delhi.

Sharma J.K.: Operations Research – Theory and Applications, Macmillan India Ltd., New Delhi.

Lucey, T: Quantitative Techniques, D. P Publications, London.

Sharma, K. R: Quantitative Techniques and Operations Research : Kalyani Publication, Ludhiana.

Taha, Hamdy A: Operations Research – An Introduction. Prentice Hall Delhi.

Vazsonyi, Andrej and Herbert F. Spriner : Quantitative Analysis for Business, Prentice Hall, New Delhi.

Vohra, N.D.: Quantitative Techniques in Management. Tata McGraw Hill, New Delhi.

Wagner, H.M: Principles of Operations Research, Prentice Hall, Delhi.

MBA-FM CC-302 FINANCIAL SERVICES MARKETING

Objective

The objective of this paper is to get the students conceptually clarified and getting them being acquainted with applications of the marketing concepts and strategies to services.

Course Input

- UNIT I** Financial Services: Role, Concepts, nature and characteristics ; financial services marketing versus goods marketing; services marketing mix; strategic financial services marketing planning.
Marketing Environment: Analysing financial services marketing environment.
- UNIT II** Market Segmentation and Positioning: Segmenting Financial Services markets – needs and bases; Market selection; Positioning of financial services.
Marketing mix strategy development and Product planning: Concept of financial product; product levels; Major product decisions- branding and product mix decisions, product life cycle and new product development; innovation, diffusion and adoption.
- UNIT III** Pricing, Promotion and Distribution Decisions: Price determination- factors, Process and strategies; promotion of financial products- communication process, promotion mix planning- advertising, personal selling, public relations and sales promotion; Distribution strategies and channel alternatives.
- UNIT IV** Planning for other Ps: Process planning- Matching of demand and supply: People – Employees and Customers, their role and management; Managing physical evidence.
Customer Relationship Management.
- UNIT V** Service Marketing Applications: Marketing, strategies of some special fund and non-fund based financial services, Consumer Finance, Insurance, Mutual funds, Credit cards, Bank Marketing and Stock Trading.

Reference:

- Auerbach, Robert D: Moiney Banking and Financial Markets, Macmillan Publishing Co; New York and collier Macmillan Publisher; London.
- Avadhani, V.a; Investment and Securities market in India, Himalaya Publishing House; Bombay.
- Khan,M.Y: Indian Financial System – Theory and Practice; Vikas Publishing House ;New Delhi.
- Payne,Adrian :The Essence of Services Marketing, Prentice Hall, new Delhi.
- Radebaugh and Pittsburgh: Marketing of Banking Services, prentice Hall New Jersey.
- Sankar Ravi L: SeravicesMarketing: The Indian Experience, South Asia Publications, NewDelhi.
- Zeithami, V.A, and M.J. Bitner: Service Marketing, McGraw Hill, Boston.
- Shiva Ramui S: Global Financial Services Industry; South Asia Publications, New Delhi.
- Verma JC: Lease Financing(Cioncept, Law and Prodedure); Bharat law house, New Delhi.
- Balajee : Services Marketing Management – S.Chand, NewDelhi.

MBA-FM CC-303 FINANCIAL DERIVATIVES AND RISK MANAGEMENT

Objective

This course will familiarize the students in the application of various tools and techniques of financial risk management.

Course Input

UNIT- I

Risk: Definition, types of Risk, Process of Risk Management, The tools of risk Management.

Derivatives, Definition and Evolution of Derivatives, Derivatives Markets, Types of Derivatives, Derivatives markets in India.

UNIT- II

Futures Market: Function of futures market, speculation and hedging, Price, spread and hedging, futures and price stabilization, test of efficiency, Financial futures as a mechanism of risk transference, spot and futures prices.

UNIT- III

Financial Futures: Interest Rate futures, Currency Futures (Foreign Exchange) Stock index futures and Financial Futures in India. Risk Management with Futures, Cost of Carry Model, Index Arbitrage, Purchasing Power Parity Theorem.

UNIT- IV

Options: Terminology and Methodology of Trading, types of Options, Option Pricing, Swaps, types of Swaps, Swaps Valuation, and other Derivatives, Speculation with Options, Risk Management with Options & Futures.

UNIT- V

Regulatory Framework of Futures & Derivatives: Regulatory bodies in major International Markets, Regulatory framework in India, Regulatory Instruments and needs, Accounting for Derivative Transactions.

References:

1. John C. Hull : Options, Futures & other derivatives, Pearsons
2. T.V Somanathan : Derivatives, Tata McGraw Hill.
3. Redhead: Financial Derivatives, Prentice Hall.
4. Lasys Walter, Iexinton : Speculation, Hedg & Commodity Price Forecasting.
5. Hill J. and T. Schneelesis : Risk Reduction, Potential of Financial Futures.
6. Jarrow and Rudd, Irwin: Optional Pricing, Homewood, Irwin.
7. Dubofsky and miller, Derivatives: Valuation and Risk Management, Oxford University Press, New York.
8. Watsham. T. Futures and Options in Risk management, Thompson, Asia.
9. Wilmott. P. The Theory and Practice of Financial Engineering, John Wily and Sons, England.
10. Gupta, Financial Derivatives, PHI

MBA-FM - CC-304 PORTFOLIO MANAGEMENT

Objective

The objective of the course is to impart conceptual knowledge and skills relating to portfolio management.

Course Input

UNIT I Portfolio Management: Meaning, importance, objectives and various issues in portfolio construction revision of portfolio and evaluation.

UNIT II Portfolio Analysis: Estimating rate of return and standard deviation of portfolio returns; Effects of combining securities; Markowitz risk-return optimization.

Single index model: Portfolio total risk, portfolio market risk and unique risk; Sharpe's optimization solution.

UNIT III Capital Market Theory: Capital market line, security market line; Risk free lending and borrowing; Recent developments

Factor Models: Arbitrage pricing theory, principle of arbitrage portfolios; Two factor and multi factor models.

UNIT IV Portfolio Construction: Techniques of portfolio construction.

Portfolio Performance Evaluation: Measure of return risk adjusted measure of performance evaluation, market timing, evaluation criteria and procedures.

UNIT V Market Efficiency: Concept, importance of capital market efficiency, forms of efficiency and status of Indian capital market.

References:

Barua, Raghunathan and Verma: Portfolio Management, Tata McGraw Hill, Delhi.

Clark, James Francies: Investment management McGraw Hill, International Edition, New York.

Fischer D.E. and Jordan R.J.: Security Analysis and Portfolio Management, Prentice Hall, Delhi.

Sharpe William F., Gordon J Alexander and J.V. Baily: Investments, Prentice Hall, Delhi.

Sharpe William F.: Portfolio Theory and Capital Markets, McGraw Hill, New York.

Elton Edwin J.Gumber Martin J: Modern Portfolio Theory and Investment Analysis :John Wiley. NY.

Bhalla V.K.-Investment Management, Portfolio Analysis – S. Chand, New Delhi.

MBA-FM CC-305 CORPORATE RESTRUCTURING AND FINANCIAL ENGINEERING

Objective

The objective of the present course is to provide the necessary knowledge and making the students aware of the various issues involved in M & A including corporate provide elementary knowledge, relations and the concepts of financial engineering to the students.

Course Input

UNIT -I

Introduction: Concept, rational, types and motives of merger and Acquisition, Theories of merger, sources of value creation in merger & acquisition, Emerging trends and challenges in M & A market.

UNIT -II

Understanding Target Companies: Valuation: Different methods of valuation of Target co. & the firm. Fixation of exchange ratio. Measurement of cost & gains from M & A Financing m & A, methods and risk.

UNIT- III

Corporate Restructuring & Strategic alliances : Spin offs, Equity carve outs, stock splits, joint venture, share repurchase, LBO, MBO, International merger & restructuring.

UNIT-IV

Bid Strategies and Tactics: Defenses against take over, Evaluating merger performance, Post merger activities, Regulations of merger & acquisitions, Role of institutional players in M & A.

UNIT- V

Financial Engineering: Concept, Scope & features driving forces, financial engineers – conceptual & physical tools, innovation in debt & equity market, hybrid Securities, Future trends & challenges to Financial Engineering.

References:

The students are directed to keep in touch with the recent developments in the relevant areas by referring the journals, news papers and magazines. In addition, they should refer to the following books.

1. Weston, Size & Johnson- Takeover, restructuring and corporate Governance “Pearson education.
2. S. Shiva Ramu- Corporate growth through merger and acquisition response books.
3. Krekel, vander & Wouterse “Merger: An European approach to Techniques “business books limited.
4. Short Robert: Business Merger” Prentice hall Inc.
5. Mason, Merton, Period & Tufano” cases in financial engineering: Applied studies in financial Innovation” Prentice Hall.
6. Weston J. Fred “The role of merger in the growth of large firms” Green wood press.
7. P.S Sundarsanam “The essence of merger & acquisitions “PHI.
8. Buono & James “The human side of M & A” Jossey Bass publishers.
9. Verma J.C. “Bharat’s corporate merger & takeover” Bharat publishing House

MBA-FM CC-306 CORPORATE TAX PLANNING AND MANAGEMENT

Objective

To provide a conceptual idea about the various provisions of the Income Tax Act. Related to the corporate sector and study the implications of these provisions on the tax planning of the companies.

Course Input

UNIT-I

Corporate Tax in India, Assessment of Corporate Assessment Concept of Tax Planning. Tax Management.

UNIT-II

MAT, TDS, Advance Payment Tax, Self assessment, Tax Planning as Residential Status, Specific Management decision, Make or Buy, Lease or Own, retain or replace, Shut down or Continue Double taxation relief.

UNIT- III

Tax Planning, With reference to: Depreciation, Capital gain, House Property, Amalgamation & Merger.

UNIT-IV

Tax Planning for settling up new undertaking: Basis of Location, Basis of nature of Business. Foreign Collaboration and Tax Planning: Technician fees, Royalties.

UNIT-V

VAT, Rationale, Procedure of Calculation, Securities Transaction Tax, Banking Transaction Tax, Fringe benefit Tax, Service Tax.

References:

1. R.N. Lakhotia and Subash Lakhotia, "Tax Planning for non-resident Indians" Vision books (P) ltd.
2. R.N.Lakhotia, "Corporate Tax Planning", Vision books (P) ltd.
3. Singhanian, V.K.: Direct Taxes: Law and Practice, Taxman's Publication. Delhi.
4. Bhagabati Prasad, "Direct Tax Laws & Practices"

MBAFM-- CC-307 SUMMER INTERNSHIP TRAINING & REPORT

Each student shall undergo summer training for 6 – 8 weeks at the end of second semester and shall be required to submit a Training Report and present the same in the form of class seminar, at the beginning of the third semester for evaluation, each carrying 50 marks.

FOURTH SEMESTER

MBA-FM CC-401 STRATEGIC FINANCIAL MANAGEMENT

Objective

The objective of the course is to examine role of the finance managers in the management of Strategic financial position of the firm. The strategic choice in investment and financing which enhance the share holder's value been inducted in the course.

Course Input

UNIT- I

Introduction: Concept of Strategic Financial Management: Type of Financing and Investment Strategy, Strategy Component, Inter-relation between strategic choices, Strategic Financial Planning Process, Types of Strategic Financial Plans, Forecasting financial positions.

UNIT- II

Management of Long Term Growth: Expansion strategy, Divestment strategy, Determinants of success in the Growth Strategy, Impact of inorganic growth on corporate stake holders, Financing the long term growth.

UNIT- III

Management Global Finance: Domestic Financial Management Vrs. International Financial management, Capital Account Convertibility, International Financial market. International Investment Decisions, Role of International Financing institution, Risk Associated with International financing and Investment operations.

UNIT- IV

Innovations in Financial Instruments: Sources of innovation, Characteristics and pricing of common stock and Bonds. Valuation of financial Securities: Hybrid Securities.

UNIT- V

Emerging Area in Strategic Financial Management: Corporate Risk Management, Corporate Governance, Managing Private Equity and Venture Capital Management of Financial Distress.

References:

1. Joseph. P. Ogden, Frank. C.jen and Philip. F.O' Conner: Advanced Corporate Finance: and Strategies, Pearson Education.
2. E.J McLancy: "Business Finance: Theory and Practice" Pearson Education.
3. Arnold, G.C: Corporate Financial Management, Financial Times Pitmom Publishing.
4. Atrill. P. Financial Management for Non-specialists, Prentice Hall.
5. Brealy, R.A and Myers, S. The Principle of Corporate Finance, McGraw Hill Internal.
6. Cooper, Kaplani and E: Mastering Finance, Financial Times.
7. Lery. H and Samet, M: Principles of Financial Management, Prentice Hall.
8. Lery. H and Samet, M: Capital Investment and Financing Decisions. Prentice Hall International.
9. Lumby, S: Investment Appraisal and Financing decisions, Chapman and Hall.

MAPMIR CC-402 BUSINESS ETHICS AND CORPORATE GOVERNANCE

Objective

The objective of the paper is to provide a theoretical understanding of the issues involved in corporate governance and business ethics from the perspective of a company manager engaged in welfare of the stakeholders.

Course Input

UNIT- I

Corporate Governance (CG): Meaning, Historical Perspective, Issues in CG, Theoretical basis of CG, CG mechanism, CG Systems, Good CG.

UNIT- II

Landmarks in the Emergence of CG: CG Committees, World Bank on CG, OECD Principles, Sarbanes, Oxley Act, 2002, Indian Committees and Guidelines, CII Initiatives.

UNIT- III

Agents & Institutions in CG : Rights & Privileges of shareholders, Investors Problems & Protection, CG & other Stakeholders, Role Of Regulators & Government

UNIT-IV

Business Ethics: Importance & Need for Business Ethics, Unethical behavior & issues, Corporate Governance Ethics, Ethics in Global Business,

UNIT- V

Ethics and CSR: Importance & Scope of CSR, Social Responsibility & Indian Corporations, Environmental Concerns, Ethics in the Business Decisions.

References:

1. Femado A.C. Corporate Governance, Pearson Education.
2. Hartman L.P. Business Ethics, Tata McGraw-Hill.
3. Agalgatti b. H. & Krishna S. Business Ethics, Niraj Publication.
4. Prasad, Corporate Governance, PHI
5. Valesqueze, Business Ethics, PHI.
6. Das, Corporate Governance in India,

MBA-FM CC-403 INTERNATIONAL FINANCE

Objective

This course will help the students understand conceptual framework of international finance and use in making financial decisions.

Course Input

UNIT- I

Internationals Monetary and Financial System: Importance of Internationals Finance; Bretton Woods Conference and afterwards, IMF and the World Bank; European Monetary System.

Balance of Payment and International Linkages: Components; International flow of Goods, Services and Capital; Coping with current account deficit.

UNIT- II

Foreign Exchange Markets: Determining Exchange Rates; Fixed and Flexible Exchange Rate System; Exchange Rate Theories; Participants in the Foreign Exchange Markets; Spot Markets; Exchange Rate Quotes; LERMS; Factors affecting Exchange Rates-spot rates, forward exchange rates, forward exchange contracts.

UNIT- III

Foreign Exchange Risk: Transaction Exposure, Translation Exposure and Economic Exposure; Management of Exposures-internal techniques, netting, marketing, leading and lagging, Pricing Policy, Asset and liability Management and techniques. Management of Risk in Foreign Exchange Markets: Forex Derivatives- Swaps, Futures and Options and Forward Contracts.

UNIT- IV

International Capital and Money Market Instruments; GDRs, ADRs, Eurobonds, Euro loans, Repos, C.P.s, Floating Right Instruments, Loan Syndication and Euro Deposits.

UNIT- V

Multilateral Financial Institutions: Role of IMF, IBRD and other Development Banks; International Investors and Foreign Investment Institutions. Current Developments: International Indebtedness; Capital Account Convertibility- Pros and Cons; Innovations in International Financial Instruments.

References:

1. Apte, P.G. International Financial Management, Tata McGraw hill, New Delhi,
2. Buckley, Adrian; multinational Finance, Prentice Hall, New Delhi.
3. Eitman D.K. and A.I Stonehill, Eitman, Multinational Business Cash Finance, Addison Wesley, New York.
4. Sharan V. International financial Management PHI, New Delhi.
5. Clark, E, International Financial, Thompson.
6. Henning C.N.W Piggott and W.H Scott: International Financial Management, McGraw Hill, International Edition.
7. Levi, Maurice D: International Finance, McGraw Hill, International Edition.
9. Shaprio Alan C: Multinational Financial Management, Prentice Hall New Delhi.

MBA-FM- CC-404 BUSINESS AND CORPORATE LAW

Objective

The objective of this course is to familiarize students with the relevant provisions of various laws influencing business.

Course Input

UNIT- I

Indian Contract Act. Negotiable instruments Act. Indian Stamp Act. Copy Right Act.

UNIT- II

MRTP Act, Indian Competition Act 2002, Consumer Protection Act, Patent Act.

UNIT-III

Workmen Compensation Act, sick Industries Companies Act.

UNIT- IV

FERA and FEMA- 2000, Exim- Policies.

UNIT-V

Securities and Exchange Board of India: (Amendment) Act. Indian Companies (Amendment) Act. Information Technology Act, Trademark Act.

References:

1. Avadhani V.A: SEBI Guidelines and Listing of Companies, Himalaya Publishing house, Delhi.
2. Indian Contract Act, 1872.
3. SEBI Act 1992, Nabhi Publication, Delhi.
4. Securities (Contract and Regulation) Act, 1956.
5. Taxman's Company Act, (Latest), V.S Datey.
6. Taxman's masters Guide to Companies Act, 1998.
7. Taxman's mercantile Law,(latest).
8. The Companies Act, 1956.
9. The negotiable Instruments Act. 1881.

MBA-FM- CC-405 RETAILING & BRAND MANAGEMENT

Objective

The objective of this course is to facilitate understanding of the conceptual aspects of Retail Management, supply Chain management and Brand management.

Course Input

UNIT- I

Introduction to Retailing: meaning, importance, Recent trends, Retail management Decision Process, Types, Opportunities.

UNIT- II

Retailing Management Decision: Retail market Segmentation and Location study, Retail Customer buying Behavior; Retail marketing strategy; Retail Locations and site selection.

UNIT- III

Strategic Retail Marketing: Product and merchandise management, Pricing Strategies, Communication- Mix and Retailing Promotion; Store layout and management; Servicing Retail Customers.

UNIT- IV

Supply Chain Management: Fundamentals of SCM; Demand Management, Operation management; Logistic Management, Procure management; information and Technology; Performance Management and Control.

UNIT- V

Brand management: meaning and Importance types, brand Planning; brand Positioning; Brand Equity.

References:

1. Burman, Barry, Evans, J.E. "Retail management", Pearson Education New Delhi.
2. Levy, Michael, Weitz, a, Barton, "Retail management", Tata-McGraw Hill New Delhi.
3. Pradhan, Swapna, "Retail management" Tata-McGraw hill, New Delhi.
4. Gilbert, D., "Retail management" Pearson education, New Delhi.
5. Bajaj, C., Tal Rajnish., Srivastava, Nidhi. "Retail management" Tata-McGraw Hill, New Delhi.
6. Taylor, David A, "Supply Chain management", Pearson education, New Delhi.
7. Alteker. R.V., "Supply Chain management: PHI Publishing House, New Delhi.
8. Handfiled, R.B., Nicholas, E.L., "Supply Chain Redesign", Pearson Education, New Delhi.
9. Ogden,J.R., "Integrated Retail management" Biztantra publication.
10. Chunawalla., S.A., "Brand Management", Himalayan Publishing house. New Delhi.
11. Henry, D., "brand management", Himalayan Publishing house, new Delhi.
12. Ramesh Kumar, S, "marketing and Branding", Pearson

MBA-FM CC-406 COMMODITY MARKETS AND FUTURES

Objective

The objective of the course is to acquaint the students with the concepts of commodities futures and markets.

Course Input

UNIT- I

Commodity Market: Concepts, Characteristics, Types of commodity markets in India, Organized, unorganized and regulated markets, Commodity exchange and the type of commodity's traded in India.

UNIT- II

Commodity Futures: Concepts, spot and future transactions, Origin of forward contracts, characteristics & requirement of futures markets, types of exchanges and futures, margin & players, Contract innovation and success.

UNIT- III

Futures Market & Prices: Contract innovation, electronic futures trading, Basis and Spread, Model of Futures Prices, Arbitrage and cost of carry models, Future prices and expectations, Futures prices and risk aversion.

UNIT- IV

Agricultural, metallurgical and other future contracts using futures markets: Price discovery, Speculation and hedging, Commodities with seasonal production and consumption stability.

UNIT- V

Regulation of Futures markets: Regulatory instruments in India, Issues in regulation, FMC, NDE, MCX & other exchanges.

References:

1. Stanton, Fundamentals of Marketing, Tata McGraw Hill.
2. Kotler P. marketing Management, PHI.
3. Robert W. Kolb, Future Markets, PHI
4. Lexington, Mas D.S Heota & Co.: Speculatra, hedging & Commodity Price Forecasting.
5. Pring m.J.: hard book of Commodity and Futures, McGraw Hill.
6. P. Rithken, Oprion: theory, strategy and Application, Foresman and Co.
7. S. Telser, Chicago bord of Trade: Returns to Speculators, CBOT.
8. L. Venkatramanan, The Theory of Futures Trading- Asian Publishing House.
9. J.Williams, The Economic Function of Futures Market, Cambridge University Press.
10. Kleinman G., Commodity Futures and Options, Taxman.
11. Kolb R., Option: An Introduction, Miami, Kolb Publishers.

MBA-FM - CC-407 PROJECT REPORT AND VIVA VOCE

Every student shall have an appropriate topic selected for doing project Report at the beginning of the fourth semester and shall submit the same and face a viva voce conducted by an External from academics and all faculty members at the end of fourth semester.

