

MBA- III SEMESTER

MBA-301 SUMMER PROJECT
MBA-302 PROJECT MANAGEMENT
MBA-303 DECISION SUPPORT SYSTEM AND MIS
MBA304 CORPORATE STRATEGIES

MARKETING

MBA-305 SALES MANAGEMENT
MBA-306 ADVERTISING MANAGEMENT
MBA-307 MARKETING OF SERVICES

INTERNATIONAL BUSINESS

MBA-323 EXPORT - IMPORT PROCEDURES, DOCUMENTATION AND
LOGISTICS
MBA-324 INTERNATIONAL FINANCIAL MANAGEMENT
MBA-325 INDIA'S FOREIGN TRADE POLICY

MBA-301

SUMMER PROJECT

Marks: External -70, Internal -30

MBA-302

PROJECT MANAGEMENT

Marks: External -70, Internal -30

OBJECTIVE: The objective of this paper is to help the students to acquire practical understanding and develop skills for project preparation and implementation.

UNIT-I: Introduction: Concept of a project, Categories of Projects Project, Management Tools and Techniques for Project Management, The Project Manager and his basic education, Roles and Responsibilities of Project Manager, Project Management as a Profession.

UNIT-II: Establishing the Project: Feasibility, Financing Arrangements, Cost Estimates, Finalization of Project Implementation Schedule, Project Profitability, Appointing a Project Manager, Fixing the Zero Date.

UNIT-III: Organizing Human Resources and Contracting: Delegation, Manager's Authority, Project Organization and Accountability in Project Execution, Contracts and 3 'R'S of Contracting, Tendering and Selection of Contractors, Team Building.

UNIT-IV: Organizing Systems and Procedures for project Implementation: Working of Systems, Design of Systems, Project Work Systems Design, Work Breakdown Structure, Project Execution Plan, Project Procedure Manual, Project Control System, Planning, Scheduling and Monitoring, Monitoring Contracts, Project Diary.

UNIT-V: Project Direction, Coordination, Performance, Control and History: Project Direction, Communications in a project, Project Coordination, Project Control, Scope/Progress Control, Performance Control, Schedule Control, Cost Control, Performance Indicators, Performance Improvement - Do it Yourself Trap, The CM and DM companies for better Project Management, Project Management Environment, History and Projections, Special Feature of Future Indian Projects.

SUGGESTED READINGS:

1. Project Management, S Chaudhry, TMH, 1995.
2. Total Project Management -The Indian Context, P.K. Joy, Macmillan Indian Ltd., 1993.
3. Project Finance, H.R. Machiraju, Vikas Pub. House, 1996.

4. Project Management, Prasana Chandra.TMH, N. Delhi.
5. Manual of Industrial Projects Analysis, Lettle & T.A. Mirrless.
6. Project Information in Developing Countries, P.K. Maloo.
7. Project Management, Narendra Singh,HPH.
8. Project Management, Dennis Lock (Gower).
9. Project Management, Gopal Krishanan.

NOTE: The list of cases and specific references including recent articles will be announced in the class.

MBA - 303

DECISION SUPPORT SYSTEM AND MANAGEMENT INFORMATION SYSTEM

Marks: External -70, Internal -30

OBJECTIVE: The objective of the course to develop the basic understanding of the decision support system and management information system for business organization.

UNIT-I: Importance of MIS, Concept of Management Information Systems, Definition of MIS, Nature and Scope of MIS, Structure and Classification of MIS.

UNIT-II: System Development Stages, System Development Approaches - Lifecycle, Waterfall and Prototype Approach, Definition of System, Kinds of Systems.

UNIT-III: Concept of Decision-Making, Simon's Model of Decision-Making, Decision Support system, Relevance and Scope of DSS, Characteristics and Capabilities of DSS, Components of DSS.

UNIT-IV: Conceptual Model of a DSS, Database Management System (DBMS), Model base Management System (MBMS) and Dialogue Generation Management System (DGM S).

UNIT-V: Group Decision Support System (GDSS), Components of GDSS, DSS Generators, DSS Tools, Comparison between MIS and DSS.

SUGGESTED READINGS:

1. Management Information Systems - Managerial Perspectives, 2nd edition 2006, D P Goyal, Macmillan India Ltd. New Delhi.
2. Decision Support System for effective planning, Theierauff Robert J. , Prentice Hall-1982.
3. Management Information Systems (Text and Applications), C.S.V. Murthy, Himalaya Publishing House, Mumbai.
4. Decision Support Systems, Janakiraman & Sarukesi, Prentice Hall of India
5. Decision Support Systems, Marakas, Pearson Education, New Delhi.
6. Management Information Systems, Leod Raymond Me JR, Macmillan Publishing Company, New York ,1993.
7. Decision Support & Export Systems-Management Perspective, Turban Efrain, Macmillan Publishing Company, New York, 1988.

NOTE: The list of Cases and specific references including recent articles will be announced in the class.

MBA - 304

CORPORATE STRATEGIES

Marks: External -70, Internal -30

OBJECTIVE: The Objectives of this course is to develop a holistic perspective of enterprise, critical from the point of view of the top executives.

UNIT-I: The nature of corporate strategy, value of corporate strategy, levels of strategy, Process of strategic management, Strategic Management in different contexts.

UNIT-II: Defining the Company Mission, Corporate philosophy, Corporate Governance and strategy, strategy and Ethics.

UNIT-III: The External Environment analysis, M.E. Porter's Five Forces Model

, Competitive changes during industry evolution, Globalization and Industry structure, Industry analysis, organization analysis.

UNIT-IV: Formulating long terms objectives, Ground strategic, strategy evaluation, strategic choice, strategy in the Global Environment.

UNIT-V: Implementing strategy, Designing organizational structure, Designing strategic control systems, Mattering Structure and control to strategy, implementing strategic change.

SUGGESTED READINGS:

1. Exploring Corporate Strategy, Gerry Johnson & Kevan Scholes, PHI, New Delhi.
2. Strategic Management, J. A. Pearce II & Richard B. Robinson J D, AITBH, New Delhi.
3. Strategic Management Theory - An Integrated Approach, Charles W.L. Hill & Gareth R. Jones.

NOTE: The list of cases and specific references including recent articles will be announced in the class.

MARKETING

MBA-305

SALES MANAGEMENT

Marks: External -70, Internal -30

OBJECTIVE: The purpose of this paper is to acquaint the students with the concepts, which are helpful in developing sound sales, distributions policy and in organizing, managing sales forces and marketing channels.

UNIT-I: Sales Executive as a Coordinator, Sales Management & Control, Sales Control-Formal & Informal, Theories of Selling- AIDA, Behavioral Equation, Prospecting, Sales Resistance, Closing Sales, Selling Personal Objectives- Types of Personal Setting Objectives, Analysing Marketing Potential, Sales Potential, Sales Forecasting & Its Method.

UNIT-II: Formulating Personal Selling Strategy- Competitive Selling & Personal Selling Strategy, Personal Selling Objectives & Personal Selling Strategy, Determining the Kind of Sales Personnel, Determining the Size of Sales Force, Individualizing Selling Strategies to Customers.

UNIT-III: Recruitment Selection & training of Sales Personnel - Organization for Recruiting, Selecting and Training, Sources of Sales Force Recruits, The recruiting effort- Pre Interview Screening: Formal Application Form, The Interview, References, Credit Checks, Psychological Tests, Physical Examination, Building Sales Training Programs, Defining Training Aims, Deciding Training Contents, Selecting Training Methods.

UNIT-IV: Compensation Sales Personnel - Requirements of a Good Sales Compensation Plan, Devising a Sales Compensation Plan, Types of Compensation Plan, Fringe Benefits, Incentives, Subsidies.

UNIT-V: Controlling Sales Personnel - Standards of Performance, Relation of Performance, Standard to Personal Selling Objectives, Recording Actual Performance, Evaluating Actual Performance with Standards, Taking Action - The Dynamic Phase of Control, Controlling Sales Personnel through Supervision.

SUGGESTED READINGS:

1. Sales Management- Decisions, Strategies & Cases, Still, Cundiff & Govani, PHI, N Delhi.
2. Sales Management, Thomas R. Wotmba, Holt Rinehart & Winston, New York.
3. Sales & Sales Mgt., P. Allen, MacDonald & Evans Ltd., London.
4. Selling, Charles Futrell, AITBS, N Delhi.
5. Field Sales Management, Ramachandran, Allied Publication, N Delhi.
6. How to improve your Sales Performance, Allard, UBSPD.

NOTE: The list of cases and specific references including recent articles will be announced in the class.

MBA-306

ADVERTISING MANAGEMENT

Marks: External -70, Internal -30

OBJECTIVE: The purpose of this paper is to acquaint the students with the concepts, techniques and give experience in the application of concepts for devel

oping an effective advertising programme.

UNIT-I: Introduction: Concept, Purpose, Functions, Benefits, Needs of Advertising, Ethics in Advertising, Attributes, Personal Selling, Sales Promotion, Publicity, Propagandas.

UNIT-II: Advertising Process: Advertising & Psychology, Angle of Communication, Effectiveness of Advertising, Buyer Behavior, Speed of Response, Perception of Audience, Strategy Planning & Organization-Contribution, Objectives, Strategy, Planning, Levels of Decision Making, Advertising Situation, Organization of Advertising.

UNIT-III: Creative Strategy Execution & Judgment: Purchase Proposition, Creative Execution- Visualization, Ad theme, Ad Copy Writing, Copy Research, Candidness and Creativity, Types of Ad Copy, Headlines, Slogans, Copy, Illustrations, Layout & Functions of Layout.

UNIT-IV: Media Decision: Role of Media, Types of Media, e-Media, Media Related Decisions, Media Selection, Media Plan, Media Strategy, Media Mix, Media Scheduling, Media Cost, Advertising & Media Research Decisions.

UNIT-V: Promotion media & methods: Evaluation of Advertising Effectiveness (What, When & How to Test) Advertising Objectives and Plans, Area of Assessment, Pre-Placement Evaluation and Post-Testing, Interpretation of Research Funding, PACT, Principles of Advertising, Govt. Regulations, Code of Conduct of ASCI, Consumer & Self Regulations, Future of Advertising in India.

SUGGESTED READINGS:

1. Advertisement - Concepts & cases, Manaendra Mohan, TMH, New Delhi.
2. Advertising Management, Aaker, Batra, Prentice Hall of India, New Delhi.
3. Advertising Theory & Practice, Sandage, Frybuyger, and Rotzoll, Richard D. Irwin Inc., Homewood, Illinois, 1956.
4. Advertising as a Career, Sobrath Banerjee, Response, N Delhi, 2002.
5. Ogilvy on advertising, David Ogilvy, Pan Books Ltd., London, 1985.
6. Brand Positioning - Strategies for Competitive advantages, Subrato sengupta, TMH, 1990.
7. Advertising Theory & Practices, S.A.Chunawala and K.C. Sethia, HPH, N Delhi.
8. Advertising Management, Eod & Newman, Taxporawala, Bombay.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

MBA-307

MARKETING OF SERVICES

Marks: External -70, Internal -30

OBJECTIVE: The main objective of the course is to help students to learn the various concepts, motivational techniques and policies of marketing of services.

UNIT-I: Marketing of services: Concept & Issues, Conceptual Framework-Reasons, Characteristics, Type & Marketing Implication, Significance of Service Marketing, MIS in Service Marketing, Service Classification.

UNIT-II: Designing Services Strategy: Service Mission and Market Segmentation, Elements of Service, Marketing Mix, Designing, Service Market Plan.

UNIT-III: Marketing of Financial Services: Marketing of Banking Services, Classification of Customers, Insurance Marketing, Event Management

UNIT-IV: Marketing of Health Services: Health Services in India, Hospital Marketing, ITES.

UNIT-V: Marketing of Selected Services: Professional Service Marketing, Marketing of Public Utilities. Marketing of Educational Service, Formulation of Marketing Mix in Hotel Industry- Hotel Level Services & Tourism Services, Pricing Decisions Production, Consultancy Marketing- Marketing Segmentation in Consultancy Marketing.

SUGGESTED READINGS:

1. The Essence of Services Marketing, A. Payne, PHI, 1995.
2. Marketing of Services Concepts, Global Press, N. Delhi.
3. Services Marketing Text & Reading, S.C. Sahoo, Himalaya Publishing, Mumbai, 1994.

4. Services Marketing, S.M. Jha ,Himalaya Publishing, Mumbai,1994.
5. The Marketing of Services, D.W. Cowell,Heinemann, London, 1994.
6. Service Marketing, Helen Woodroff ,Macmillan.
7. Marketing of Services, Harsh Verma ,Savera
8. Event Management, Wagen, Pearson Education.

NOTE: The list of cases, specific reference and books including recent articles will be announced in the class by concerned teachers from time to time.

INTERNATIONAL BUSINESS

MBA-323

EXPORT - IMPORT PROCEDURES, DOCUMENTATION AND LOGISTICS

Marks: External -70, Internal -30

OBJECTIVE: The aim of the course is to acquaint the students with the export-import procedures, documentation and logistics.

UNIT-I: Documentation Framework, Export-import Documentation, International Business Contracts: Types, Formation, Elements, Legal Dimensions, Dispute Settlement, Instruments and methods of Financing Exports including credit and collections, Uniform custom and practices (UCP).

UNIT-II: Business Risk Coverage: Cargo, Credit and Foreign Exchange Risk Coverage, Cargo Insurance, Foreign Exchange Regulations and Formalities.

UNIT-III: Quality Control and Pre-shipment Inspection: Concept, Schemes and Procedures, Role of Clearing and Forward Agents, Excise clearance of cargo, Shipment of Export Cargo, Custom Clearance of Import Cargo.

UNIT-IV: Negotiations of Documents with Banks: Procedures and documentation for availing export incentives, Duty draw backs, Import Licensing and other incentives, Processing of an Export Order.

UNIT-V: World Shipping Structure: Liners and Tramps, Conference System, Freight and Structure, Containerization and other developments, International Agreements and Conferences on Sea Transport, Indian Shipping: Trends, Structure, Concepts of Dry Port, Containerization, Machinery for Consultation, Air Transport: International set-up, Freight rate structure.

SUGGESTED READINGS:

1. International Business Environment and Management, 5th ed., Bhalla, V.K. and S. Ramu., Delhi, Anmol, 2001.
2. Indian Shipping Perspectives, Desai, H.B., Delhi, Anupam Publications, 1988.
3. What, Where and How, Paras Ram Export, Delhi, Anupam Pub., 1995.
4. Government of India Handbook of Import-Export Procedures.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

MBA-324

INTERNATIONAL FINANCIAL MANAGEMENT

Marks: External -70, Internal -30

OBJECTIVE: The main objective of this course is to help students to learn the various issues, trends in international business finance.

UNIT-I: Concept of International Business, Financing International Trade, Global Cash Management, Foreign Exchange, Foreign Exchange risk, Measuring Foreign Exchange risk, Measuring Foreign Exchange Exposure.

UNIT-II: Long Run Investment Decisions, Foreign Investment Decisions, Political Risk Management, Multinational Capital Budgeting, Financial Aspects of Investment Decision, Financial Management of Banks.

UNIT-III: Financial Decisions: International Financial Markets, Cost of Capital and Financial Structure, International Banking, International Transfer Pricing, Technical Barriers to Trade.

UNIT-IV: Problems and Prospects of Indian Business abroad, Social and Ethical Issues of International Business, International Monetary System: An Overview, International Competitiveness, Euro Currency Market, Financial Deregulation, World Stock Market, Off Shore Financial Centers, Balance of Payments, International Monetary and Financial Institution.

UNIT-V: Multinational Accounting and Tax Functions: Factors influencing

the Development of Accounting, Transaction in Foreign Currency, Financial Statements and Taxation, Taxation of Foreign Source Income

SUGGESTED READINGS:

1. Multinational Financial Management, Shapiro, Alan C, Allyn and Dacan, London.
2. Financial Management for the Multinational Firm. Abdullah, F. A. P. H. Englewood, Cliffs, N. J.
3. International Financial Management, Holland John, Blackwell, London.
4. International Financial Management, V. Sharan, Prentice Hall Inc.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

MBA-325

INDIA'S FOREIGN TRADE POLICY

Marks: External -70, Internal -30

OBJECTIVE: To acquaint the students with recent trends in India's foreign trade, management and policy related issues in foreign trade in the global context.

UNIT-I: India's Foreign Trade: India's Foreign Trade in the Global Context, Structure and Equilibrium of India's Balance of Payments, Recent Trends in India's foreign trade, Directional Pattern.

UNIT-II: Major export commodities: Thrust area commodities, their trend, problems and prospects, Major competitors, Major Import Commodity Groups, Trade Control in India.

UNIT-III: Foreign Trade Regulations: Foreign Trade (Development and Regulation) Act, Import and Export Control Orders, Import and Export Licensing System, Exchange Control in India, Blanket Permit System, Import Substitution and Export Promotion Policies, Export Incentives: Financial and Fiscal, Deferred Payment System and the Role of EXIM Bank of India.

UNIT-IV: Export Credit & Promotion: Export Credit Insurance, Infrastructure support for Export Promotion, Export promotion Councils, Commodity Boards/Product Export Development Authorities, Specific Service Institutions.

UNIT-V: Role of State Trading Organizations: Role of State Trading Organizations in Foreign Trade, Export Processing Zones, Export Oriented Units and Export and Trading House Schemes, Multilateralism and Bilateralism in India's International Business.

SUGGESTED READINGS:

1. International Business Environment and Management 8th ed. Bhalla, V.K., Delhi, Anmol, 2001.
2. Export Promotion in India: The Institutional Infrastructure, Bhashyam, S., Commonwealth Pub., Delhi, 1998.
3. Export Marketing in India's New Manufactures, Khanna, Sri Ram, University of Delhi, 1986.
4. Export Performance and Export Marketing Strategies, Jain, S.K., Commonwealth Pub. Delhi, 1988.
5. India's Export and Export Policies in the 1960s, Nayyar Deepak, Cambridge University press, 1976.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

MBA-IV SEMESTER

MBA-401

Dissertation