

MBA FINANCE
1ST SEMESTER

- 101 : Fundamental of Financial Administration.
- 102 : Application of Quantitative Techniques in financial administration.
- 103 : Principle of Management.
- 104 : Basic & management Accounting.
- 105 : Business & corporate law.
- 106 : Economic Analysis.

MBA FINANCE
IInd SEMESTER

- 201 : Business Communication.
- 202 : Fundamental of Financial Management
- 203 : Business Environment.
- 204 : Operation Research.
- 205 : Organizational Behaviour.
- 206 : Fundamentals of marketing.

MBA FINANCE
IIIrd SEMESTER

- 301 : Project Management.
- 302 : Management of Financial Institutions of India.
- 303 : Research Methodology.
- 304 : Banking Law & Practice.
- 305 : Management Information System.
- 306 : Optional Papers
 - (a) Security Analysis & Portfolio Management.
 - (b) Financial Administration in India.
 - (c) Advertising Management.

MBA FINANCE
IVth SEMESTER

- 401 : Computer Application in financial Administration.
- 402 : Financial Services.
- 403 : Working Capital Management.
- 404 : International Marketing Management.
- 405 : Strategic Management.
- 406 : Optional Papers
 - (a) International Financial Management.
 - (b) Fundamental of Retail Management.
 - (c) Marketing Services.

MBA FA -101
FUNDAMENTAL OF FINANCIAL ADMINISTRATION

- UNIT – I Meaning, Evolution & significance of financial administration, Financial administration Under capitalist & socialist system, Agencies involved in financial administration.
- UNIT – II Union State financial relation, Resources Mobilization & Utilization, Management Accounting & Accounting system in India, Parliamentary financial control.
- UNIT – III Budget – Meaning, Principles, Implications, Budget Cycle, Budgeting Process in India, Indian Budget before the parliament.
- UNIT – IV Evolution & objectives of Fiscal policy in India, Non- Tax revenue, Non development expenditure, Impact of Fiscal Policy, Fiscal policy, Equity & social justice.
- UNIT – V Principles of tax administration, Direct taxes administration, Administration of indirect taxes, Problems of tax evasion and avoidance's, Reforming tax administration, Rationalization of indirect taxation.

Suggestive Readings

Financial Administration : M.J.K. Thavraj

MBA FA - 102
APPLICATION OF QUANTITATIVE TECHNIQUES IN
FINANCIAL ADMINISTRATION

- UNIT – I **Introduction:** Concept, Scope, Nature, Importance and limitations of statistics, function of statistics, Collection of data, Arithmetic average, weighted mean, mode and median.
- UNIT – II **Dispersions and Skewness :** Concept of dispersion, methods of measuring dispersion Quartile deviation, mean deviation and standard deviation, coefficient of variation, Coefficient of skewness method by Karl Pearson's and bowley's.
- UNIT – III **Correlation and Analysis :** Concept and importance of correlation, Types of correlation, Coefficient of correlation method by Karl Pearson's Spearman's and concurrent Deviations, probable error.
- UNIT – IV **(A) Regression Analysis :** Meaning and uses of Regression analysis, Regression lines, Regressions coefficient, Regressions equations by using method of least square.
(B) Index Numbers : Meaning and uses of Index number, Methods of constructing index numbers – Simple Aggregate method, Weighted Aggregates methods, Fisher's ideal method.
- UNIT – V **(A) Probability:** Meaning and Importance of the Concept of probability, calculation of Probability: Addition theorem, multiplication theorem and Bayes theorem (Simple Problems).
(B) Chi- square test : Meaning & uses of chi square measures, Degree of freedom Computation of the value of chi square Yate's correction.
(C) Test of hypothesis : Test of significance of small samples – 't' test & 'f' test.

Suggestive Readings :-

1. Elhance & Elhance – statistics
2. S.P.Gupta - statistics

MBA FA – 103
PRINCIPLES OF MANAGEMENT

- UNIT – I **Introduction** – Concept of management and its significance, management process, Management Roles, management levels and management skills, Functional areas of Management, Trends in professionalisation of management in India. Scientific management school, Human relations school, Behavioural school, System & Contingency approach.
- UNIT – II **Planning** – Concept, Process, Types and Significance, Types of plan, Objective setting: Concept and types and process of setting objectives, M.B.O.: concept , process and managerial implications, Decision Making : concept , process , types and techniques of Decision Making.
- UNIT – III **Organizing** – nature, principle, Process, and Significance of organizing, concepts in Organizing, Line and staff authority, Departmentation, Span of management, Centralisation and Decentralisation , principles of Organizational Designing, types of Organizational Structure
- UNIT – IV **Directing** : Concept, Nature, Scope principles of Direction, leadership styles, Motivation Concept and Implications, Communication Concept, process , Barriers to Communication and Building and Effective system of Communication, Media and Channels of Communication
- UNIT – V **Coordination and Control**: Nature, Scope and Techniques of Coordination; nature, process. Types, areas of exercising control, Major Control system and Modern Techniques of Control.

SUGGESTED READINGS

Koontz and O’Donnell & Weilrich : Elements of management
Newmann & Summer : Process of Management
R.D. Agrawal : Organization and Management
Peter Drucker : Practice of Management
L.M. Prasad : Principles of Management

MBA FA 105
BUSINESS AND CORPORATE LAW

- Unit - I** Indian Contract Act 1872, Contract of Identity and Guarantee, Contract of Agency.
- Unit – II** Law of Arbitration, Patent and copy right Act and Negotiable Instrument Act.
- Unit – III** Partnership Act 1932, Law relating to sale of goods.
- Unit – IV** Companies Act 1956, Companies Law relating to formation and financing of Joint Stock companies, Management of Share Capital.
- Unit – V** Management of joint stock companies in India appointment role, Functions, Duties and Liabilities of Company Directors and Managing Director.

Suggested Reading :

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| 1. N.D.Kapoor | : | Mercantile Law. |
| 2. V.K.Batra, & N.K.Kolra | : | Mercantile Law. |
| 3. P.K.Malik | : | Industrial Law. |
| 4. M.C.Kuchhal | : | Mercantile Law. |
| 5. R.C.Chawla & Garg | : | Mercantile Law. |
| 6. O.P.Gupta | : | Mercantile Law. |
| 7. Varshney | : | Mercantile Law. |

MBA- FA 106

ECONOMIC ANALYSIS

- UNIT – I** **(A) Concept of Economics:** Wealth Oriented View, Welfare View, Scarcity View, Development View and Endless Society View.
(B) Economics of Consumer Analysis: Marshallian Approach, Law of Diminishing Marginal Utility, Law of Substitution and Consumer Surplus.
- UNIT – II** **Economics of Consumer Analysis (Modern Approach)** – Indifference curve, Analysis, its characteristics, consumer equilibrium through indifference curve, derivation of demand curve through indifference curve.
- UNIT – III** **Economics of production analysis** – Traditional Approach, returns of scale, laws of return and production function. Modern approach, ISO Product curve and optimum factor combination
- UNIT – IV** **Concept of Price Determination** – Demand and supply Analysis, law of demand, elasticity of demand, law of supply, elasticity of supply
Cost of Revenue Analysis – Cost, Concept, Cost Curve, revenue concept and revenue curve.
- UNIT – V** **Analysis of price determination** – Price determination under perfect combination, imperfect combination and monopoly, trade cycles its theories and causes

Suggestive readings

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| H.S. Agrawal | : | Microeconomics |
| M.L. Seth | : | Microeconomics |
| Mehta | : | Management Economics |

MBA - FA 201
BUSINESS COMMUNICATION

- Unit I : Meaning and process of communication. Different objectives of communication, Media of communication, Sharpening the tools of business communication, Barriers of effective communication.
- Unit II : Developing oral communication skills – Pronunciation, Phonetics consulting dictionaries, Listening skills, Making effective presentation, Conducting Meetings, Telephonic conversation.
- Unit III : Developing written communication skills, Building up vocabulary, Correctness in grammar and punctuation, Structure and lay out of letters [Sales, credit collection etc.] Tenders Memorandum, Notices, Agenda, minutes.
- Unit IV : Basic negotiation skills : Interviews – How to face and how to conduct – case studies. Work atmosphere and dealing with disciplinary matters, Negotiation Skills
- Unit V : Report Writing : Types of reports, Editing a report – Summarising reports, Making the precis and its importance.

Book Recommended :

- 1- Business written communication for business students – C. J. Parsens & S.J. Hughes.
- 2- Effective English communication – Krishna Mohan & Meenakshi Raman
- 3- Practical communication skills – Edited by Chrissie Wright
- 4- Fittmani Business Ternus phrases and abbreviations.
- 5- Prentice – Hall Encyclopadic dictionary of business.
- 6- Diclimary of foreign words and Phrases. Ed. Maxim newmark.(Jhanies and Hudson.)

MBA - FA 202
FUNDAMENTALS OF FINANCIAL MANAGEMENT

- Unit - I** **Introduction** - Nature and concept of Finance Function and its relationship with other functional areas of management, distinction between accounting and finance function. Objectives of Financial Management. Organization for finance function, functions and responsibilities of financial executives, financial planning and financial forecasting, sources of long term finance shares and debentures.
- Unit – II** **Capital Structure Planning** – Pattern of financial requirement, objectives of an optimum capital structure, security mix, consideration of risk, income and control. Capitalisation and Capital Structure Theories, Leverage analysis, management of corporate debt capacity.
- Unit – III** **Management of Fixed Capital** – Concept, Relevance and Computation of Cost of Capital, Nature and Scope of Capital Budgeting, various methods of ranking investment proposals, capital rationing.
- Unit – IV** **Management of Working Capital-** Concept of working Capital, nature and Scope of Working Capital management, Approaches to the financing of current assets, financing of working capital in India, estimation of Working Capital and analysis of Working Capital.
- Unit – V** Management of earnings - nature and scope of management of earnings, dividend policy and dividend models, Walter’s Model, Gordon’s Model, M M Hypothesis, Pattern of Dividend Policies , Ploughing Back of profit.

Suggested Reading :

1. S.N.Maheshwari : Financial Management
2. I.M.Pandey : Financial Management
3. Sharma and Gupta : Financial Management

MBA - FA 203
BUSINESS ENVIRONMENT

- Unit - I** **Introduction** – The Concept, Nature, Significance of Business Environment, Salient Features of Capitalism, Socialism, Mixed Economy, Emergence of Public Sector, Public Sector Reforms, Emergence of Private Sector or Privatization and Joint Sector and Co-operative Sector Regularly, Promotional, Entrepreneurial and Economic Role of Government.
- Unit – II** **Socio-Cultural and Political Environment** – Social Interest and Value – its implication for Industrialization and Economic growth, Social Responsibility, Consumerism, Consumer Protection Act, Ethics and Culture of Business, Current Political Scene and its Impact on Business.
- Unit – III** **Industrial Environment** – Industrial Policy (Recent), IDRA Act 1951, The Planning Machinery, Industrial Development during five years plans – Achievements and Impediments, Industrial Sickness, MRTP Act 1969 (as amended upto date).
- Unit – IV** **Economic Environment** – SEBI – its Role, FIPB- its Role, Fiscal and Monetary Policies, Policy of Liberalization and Globalization , Foreign Capital and Technology, Export and Import Policy, FEMA.
- Unit – V** **Technological and Ecological Environment** – Choice of appropriate technology, Technology transfer-status of technology in India, Role of MNCs in India an Economy, Problem of pollution and its control, Role of business and management in controlling pollution.

Suggested Reading :

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|-------------------------------|-------------------------------------|
| 1. Khera, S.S. | : Government and Business |
| 2. Cherunilam, F. | : Business Environment |
| 3. Adhikari, M. | : Economic Environment of Business |
| 4. K.Aswathapa | : Essential of Business Environment |
| 5. Ghosh, P.K., Kapoor & G.K. | : Business Society |
| 6. Dwijendra Tripathi | : Business Politics in India |
| 7. Kohli and Restura | : Business Environment |

MBA FA – 204
OPERATION RESEARCH

- UNIT – I **Operation Research:** Nature, Significance and purpose of Operation research, Basic concept and Definition, Methodology of operation research, Types of Models.
- UNIT – II **Linear Programming:** Introduction to linear programming, Graphical, Simplex Methods, duality Problems.
- UNIT – III **Statistical Decision theory:** Meaning and Scope, Decision Framework, Decision under Certainty and Uncertainty, Decision Tree, Game theory and Two person Zero- Sum game (Pure and Mixed Strategies).
- UNIT – IV **Network analysis & Allocation Models:** Network analysis, Introduction, Time Estimate in Network analysis, Critical Path Method, Pert, System of three time estimates, Transportation and Assignment problems.
- UNIT – V **Queuing, Inventory Control and Replacement Problems:** Queuing Theory- Basic components of queuing system, Assumption in queuing theory, Problems Relating to model (m/m/I) (FCFS) (Without Proof)
Inventory Control – Economic order quantity, problem relating to models with Uniform rate of demand with and without shortages (without proof). Elements of Replacement theory – problems relating to replacement of equipment that deteriorates with time (with or without change in money value).

Suggestive Readings :

- 1 Operation Research V.K.Kapoor

MBA FA – 205
ORGANIZATIONAL BEHAVIOUR

- UNIT – I** **Introduction :** Organization and organization Behaviour, Key determinants of Behaviour in organization, goals, elements and focus of O.B. and Contribution of other disciplines to O.B., O.B. models & their Implementation.
- UNIT – II** **Biological Foundation of human Behaviour Personality:** Concept, determinants, effect of personality on behaviour, Personality traits, theories & test of personality.
Learning: Definition, theories, shaping & learning curves.
Attitudes: Concept, Characteristics, function & formation of attitude, Measurement of attitude, cognitive dissonance theory.
Perception: Concept, Process and Factors allocating it. Motivation; motives and behaviour, theory of motivation.
- UNIT – III** **Group Dynamics:** Concept, Characteristics, Types, Stages of Group Development, Group Behaviour Models, Group Cohesiveness, Group Norms, Group Think and Group Shift.
Work Teams: Group Vs. teams, types creating high performance teams, Turning individuals into team players.
- UNIT – IV** **Organizational Power Structure and Leadership Patterns:**
Power: Meaning, Types, Distinction between, power, authority and influence, contingency approaches to power.
Leadership: Meaning, traits of an effective leadership, leadership behaviour, types of leader, managerial grid, theory of leadership, emerging trends of leadership.
- UNIT – V** **Organization change and Development:**
Organizational Change: Definition, Goals of OC, Forces for change, Resistance to Change, Overcoming resistance and managing OC.
Organizational Development: Concept, values, Techniques, Organizational Culture and Climate, Organizational Effectiveness, management of Stress and conflict in organizations.

Suggestive Readings

L.M. PRASAD – ORGANIZATIONAL BEHAVIOUR
P. ROBBINS – ORGANIZATIONAL BEHAVIOUR

MBA FA – 206
FUNDAMENTALS OF MARKETING

- Unit I: **Introductory** : Concept and scope of Marketing, difference between marketing and selling, Marketing Mix, Market segmentation, Marketing planning Strategies and Approaches, Modern concept of marketing
- Unit II: **Consumer Behaviour and Marketing Research** : Concepts of consumer behaviour, Buying Motives, Study of consumer behaviour and Motivational Research, Marketing Information System, marketing Research and Its types, nature and scope, Role and Methods of conducting marketing Research .
- Unit III: **Product Management** Nature and scope of product policy decision, Product line and Product life cycle, Product Planning and Development, process of developing new products, product diversification, Product improvement, product dropping, branding and trade marks.
- Unit IV : **Product Pricing** : Concept, nature and scope of Product policy decision, price policy consideration, objectives and strategies of pricing, selling below cost, price dumping, price discrimination, resale price maintenance, government regulation of pricing.
- Unit V : **Promotion & Distribution Management** : Decision relating to Channels of Distribution, different channels of distribution, choices of Channel, management of Physical distribution. A study of Promotion mix, Advertising, Sales promotion, Public Relations and personal selling.

Suggested Readings :

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| Kotler Philip | - | Marketing Management |
| Gandhi | - | Marketing Management |
| Sontakki C. N. | - | Marketing Management |

MBA FA 301
PROJECT MANAGEMENT

- UNIT – I** **Introduction** - Concept of Project Management, characteristics of a project, categories of project, project life cycle, phases, tools and techniques for project management, project manager and his problems, roles and responsibilities of a project manager.
- UNIT – II** **Project formulation and analysis** – market aspect in project formulation: (a) Input Analysis, Market and demand analysis – Collection of Secondary Information, conduct of market survey, characterization of market demand forecasting
Technical aspect of project formulation - input analysis, location and site, size and cost of land, raw material, utilities, manpower transport facility, incentives and concession. Environment consideration climatic and national hazard consideration.
Financial aspect of project formulation – Estimation of cost of project , Operating cost means of finance , working capital requirements ant its sources, Estimates of Working Capital Results, Project Cash Flows.
- UNIT – III** **Project Implementation Stages** – initiating the project, specifying, and scheduling the work , clarifying authority, responsibilities and relationships, obtaining resources. Establishing control system, Directing, Controlling. Bottlenecks in project implementation, Guidelines of Planning Commission for Effective Implementation of the project, pre- requisites for successful project implementation.
- UNIT – IV** **Project Evaluation** – Objectives, Types , Methods of Project Evaluation. Appraisal criteria – Net Present Value Benefit cost ratio, Internal Rate of Return , Pay back Period , Investment Appraisal techniques in U.S. , Germany and Japan. Project Evaluation Under Uncertainty
- UNIT – V** **Project Management** - Forms of Project Organisation, Project Planning, Project Control, Human Aspect of Project Management ,Pre – requisites for successful project management, Network Techniques in Project Management

Suggestive Readings

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| 1 Dr. Prasanna Chandra | : project planning analysis , selection and Implementation |
| 2 Goyal | : Project Management |
| 3 P.C. K. Rao | : Project Management and Control |

MBA FA – 302
MANAGEMENT OF FINANCIAL INSTITUTION IN INDIA

- UNIT - I** **FINANCIAL INSTITUTIONS AND ECONOMIC GROWTH:**
Economic Growth and Process of Capital Formation; Problems of Capital Formation in under-developed countries, Components of Capital Markets; Major Financial Institutions in India.
- UNIT - II** **COMMERCIAL BANKS AND INDUSTRIAL FINANCE:**
Industrial Financing by commercial Banks in India; Types and Achievements; Tandon committee - The background assumptions, Recommendations; Indian Capital Market and Merchant Banking Activities; Role of stock Exchanges.
- UNIT - III** **DEVELOPMENT BANKING IN INDIA:**
Role of Development Banks in Industrial Financing, Project evaluation by Development Banks, Operational policies and practices of IDBI, IFCI, ICICI, SFCS, Sanction Loan, Loan for Modernisation and Renovation, Technical development fund, IDBI Bill Rediscounting scheme, soft Loan Scheme.
- UNIT - IV** **INSTITUTIONAL FINANCING SETUP :**
Operational Practices and their impact on Industrial Financing of L.I.C., G.I.C., U.T.I., Private Investment companies and Industrial Finance. A critical evaluation of Institutional Financing in India.
- UNIT - V** **RECENT DEVELOPMENTS IN INDIAN CAPITAL MARKET:** Convertible capital issue, certificate of Deposits, Commercial Papers, Mutual Funds, Venture Capital, O.T.C. Market, Factoring, Learning Zero Coupon Bonds.
New Institutions : DFBI, CRISIL, SEBI, SHCI, RCTC, ICRA, (Their significance in Capital Market). Rehabilitation of sick units, Role of BIFR.

MBA FA 303
RESEARCH METHODOLOGY

- UNIT I:** Introduction And Meaning Of Research, Objectives, Motivation, Significance of Research, Types of Research, (Research Approaches) Research Process, Criteria of Good Research, Problems Encountered By Researcher In India, Research Methodology Defined.
- UNIT II :** Defining The Research Problem And Techniques Involved In Defining The Research Problem
Research Design – Meaning, Need and Features, Different Research Designs – Exploratory, Descriptive, Experimental Research Design
- UNIT III:** Sampling Design, Implications of a Sample Design, Steps In Sample Design, Types of Sample Design, Methods of Data Collection Techniques of Data Analysis
- UNIT IV:** Interpretation and Report Writing, Meaning, Techniques, Precautions and Significance of Report Writing, Steps in Report Writing, Types of Report
- UNIT V:** Introduction to Social Research, Classification of Science, Objectives and Assumptions of Social Research, Difference between Social Research and Physical Science, Objectivity in Social Research, Significance of Social Research, Difficulties of Social Research In India

Suggest Reading :

- 1- Kothari R. C. : Research Methodology

MBA FA – 304
BANKING LAW AND PRACTICE

- UNIT – I** Banking System in India, Functions of Banks, Special Bank Services, Investment Institutions in India, RBI and Its role, Operations of the Capital Market
- UNIT – II** Relationship of Banker and Customer, Accounts of Customer, Special Types of Account holder, Paying Banker
- UNIT – III** Negotiable Instruments, Parties to Negotiable Instruments, Presentation and Dishonor, Cheques, Types of Crossing, Endorsement and its types
- UNIT IV** Collecting banker, employment of funds, types of securities, modes of creating charges
- UNIT – V** Management of development banks, ICICI, IDBI, SFC, Banking Regulation Act 1949

Suggestive Readings

- S.N. Maheshwari – Banking Law and Practice
L.M. Bhole – Management of Financial Institutions

MBA – FA 306 (a)
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
Optional Paper

Unit - I The Investment Environment -

Concept Nature and Scope of Investment Management, Investment V/S Speculation, Investment Categories or Alternative forms of Investment, Investment Process, Increasing Popularity of Investment, Features of Investment Programme, Market for Securities and Taxes, Types of Investor.

Unit – II Security Analysis or Common Stock Analysis –
Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis, Efficient Market Theory.

Unit – III Risk and Return -
Security Return and Valuations – Security Returns, Approaches to valuation, valuation of fixed Income securities, Valuation of Preference Shares. Valuation of Equity Shares.
Risk – Systematic and Unsystematic Risk – Interest Rate Risk, Market. Inflation Risk, Market Risk, Liquidity Risk.

Unit – IV Security Market in India –
Nature and Functions of Stock Exchange, Primary V/S Secondary Market, Listing of Securities, SEBI Act 1992 – Purpose of SEBI Act 1992, Power and functions of SEBI, Guidelines issued by SEBI, Types of Traded Securities, New Issue Market – Methods of Marketing Shares and Functions of NIM.

Unit – V Portfolio Management -
Introduction to Portfolio Management, Capital Market Theory, Portfolio Selection Models – Marketing Theory, Sharpe single under model, Portfolio Selection – Utility Theory and Indifference curve, Classification of Managed Portfolio.

Suggested Reading :

1. Preeti Singh : Investment Management
2. Fisher and Jordon : Security Analysis and Portfolio Management
3. Elton and Gribber : Modern Portfolio Theory and Investment Analysis
4. V.A. Aradhari : Capital Marketing Management
5. Bhalla : Investment Management

MBA – FA 306 (b)
FINANCIAL ADMINISTRATION OF INDIA
(Optional Paper)

- UNIT – I** Budget – Role and Process, budget as an instrument of economic policy, finance ministry – structure, functions and its role
- UNIT – II** Financial control over administration, legislative financial control, public account committee, estimate committee, public undertaking committee
- UNIT – III** Plan – Planning commission, composition, function and role, five year plan, planning process, plan implementation, national development council
- UNIT – IV** Administration of industrial finance – financing of large scale and small scale industries, role of industrial development bank of India, industrial financial corporation of India
- UNIT - V** Function and management of Reserve Bank of India, Credit control instrument of RBI, features of Indian money market, effectiveness of RBI in monetary policy

Suggestive Readings

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| Public Administration In India | – | Bhambri C.P. |
| Indian Economy | – | Datt Ruddar And Sundaram K.P.M. |
| Functions And Working (1970 – 1997) | – | Reserve Bank Of India |
| Credit Control Management In India | - | Sachdeva S |
| Federal Finance In A Developing Countries | – | Tripathi R.N. |

MBA – FA 306 (c)
ADVERTISING MANAGEMENT

Optional Paper

- Unit - I** **Advertising World** – What is advertising? Advertising and Marketing Mix, Importance of Advertising in marketing and communication, communication models, Types of Advertising, Legal and Ethical issues in Advertising, Advertising as a tool of consumer welfare
- Unit – II** **Advertising Decision and Media Planning–**
Advertising Budget, Advertising Appeals, Media, Types of Media, Media Selection, Media Planning Process, types of campaign, DAGMAR Approach, Three Phase of Campaign Creation, Limitations of three stage model.
- Unit – III** **Creativity in Advertising** – Message Design and positioning, marketing objectives, Message presentation, Advertisement Message Structure, Message format, Advertising copy for Print Media, Broadcast copies, TV copywriting, Scripting for TV commercials, jingles for TV.
- Unit – IV** **Layout Preparation and Advertising ART -** Components of layout, position, Right and left hand advertising, Top Bottom advertisement, divided advertisement, Emphasis On-Background , Caption, Heading, Text
- Unit – V** **Fundamentals of computer graphics** – 3D, rendering, ray tracing, 2-D Morphing, 3-D Morphing

Suggested Reading :

1. Chunawalla & Sethia : Foundation of Advertising Theory and Practice.
2. P.K.Agarwal : Advertising Management

MBA – FA 401

COMPUTER APPLICATIONS IN FINANCIAL ADMINISTRATION

- Unit - I** Generations of Computer, Microprocessors, Data representation, Number Systems (Decimal, Binary, Octal, Hexadecimal), Binary Coded Decimal, Alphanumeric Representation, 1st and 2nd complement, Digital Logical Circuits
- Unit – II** **Random Access Memory**, Read Only Memory, Optical memories, CD-ROM, WORM, DVD, Cache memory, Magneto Optical Drives, Input/Output Devices, hard disk drives, floppy disk drives.
- Unit – III** Programming Concepts and Software Tools - Algorithm, Flowchart, Categories of languages, Introduction to Assemblers, Translators (Assembler and Interpreter), Fundamentals of Operating System, Serial Processing, Batch Processing, Multiprogramming.
- Unit – IV** **Office Management - Creating** and modifying documents (MS-WORD), spreadsheet solutions (MS-EXCEL), creating presentations (MS-POWER POINT), Introduction to DBMS, using MS-Access (tables, forms, reports)
- Unit – V** **Internet** : Concept & Definition, Types of Access (dial-up and dedicated), Modem, WWW, different Browsers, E-mail An Introduction, E-mail Address, how does e-mail work **Multimedia** - Introduction and Application of Multimedia.

Suggested Reading :

1. Computer Fundamentals Architecture and Organization 3rd Edition Of B. RAM – New Age International Pvt. Ltd. Publishers
2. Internet – An Introduction By Manish Dixit And Tata Mc Grawhill

MBA – FA 402
FINANCIAL SERVICES

- Unit - I Introduction -**
Evolution and Role of Financial Services Companies in India, Indian Financial System Organisational structure, Financial System and Economic Development – Meaning, Basic functions, Rudimentary Finance, Direct Finance and Indirect Finance, Management of Risk in Financial Services and Regulatory Framework for Financial Services
- Unit – II Leasing Financing and Hire Purchase –**
Lease – Meaning type of Leasing, Financial Evaluation of Leasing: Lease; Point of View, Lessors Point of View.
Economic Pros and Cons of Leasing: Advantage and Limitation from Lessee and Lessor Point of View.
Hire Purchase – Meaning and Hire Purchase, Legal Position of Hire Purchase, Hire Purchase V/S Installment Payment System, Hire Purchase V/S Lease Financing, Sale V/S Hire Purchase Financing.
- Unit – III Consumer Finance –**
Housing Finance - Introduction, National Housing Bank (NHB) Direction, Housing Finance System, Housing Finance Scheme, Finding of HFC's.
Bills Discounting – Types of Bills, Discounting of Bills of Exchange, Purchasing of Bills, Drawer Bills and Drawers Bill, Refinance facility from RBI.
Credit Cards – Functioning of Credit Cards, Concept of billing and Payment settlement procedure
- Unit – IV Factoring and Forfeiting - Distinctive**, Function of Factors, Types / Forms of Factoring, Difference between Factoring and Forfeiting Difference between Factoring forfeiting and Export Factoring Bank Services Various factoring Services, Legal Aspect of Factoring.
Mutual Fund – Meaning Regulatory Mechanism: SEBI Mutual Fund Regulate Mutual Fund Characteristic, Advantages of Mutual Fund Classification of Schemes.
- Unit – V Financial Intermediaries and Credit Rating –**
Insurance and UTI – Meaning of Insurance Services, Life Insurance Policies LIC and Industrial Finance, GIC and security Market, Liberalization of Insurance Industry.
UTI – Objective, Working, Resources and Functions.
Credit Rating – Meaning of Credit and Rating Symbols by CRISIL, ICRA and CARE.

Suggested Reading :

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| 1. | M.Y.Khan | : | Indian Financial System |
| 2. | M.Y.Khan | : | Financial Services |

MBA – FA 403
WORKING CAPITAL MANAGEMENT

- UNIT - I : CONCEPTS & DETERMINATION OF WORKING CAPITAL:** Conceptual Framework, Operating Environment of Working Capital, Determination of Working Capital, Theories & Approaches, Importance of Working Capital., Kinds of Working Capital, Estimating Working Capital Requirement
- UNIT - II :** **MANAGEMENT OF CASH**
Management of Cash - Motives for Holding Cash and Marketable securities, Cash System Motives for Holding Cash & Marketable Securities, Cash System Managing the Cash flow, Types of Collection System, Cash Concentration Strategies Disbursement Tools, Determining Optimum level of Cash Balance - Baumol Model, Beranek Model, Miller Model, Store Model, Liquidity & Financial Flexibility.
- UNIT - III :** **MANAGEMENT OF RECEIVABLES & INVENTORY:**
Management of Receivables - Determining - The Appropriate, Receivable Policy, Marginal Analyses, Credit Analysis & Decision, Heuristic Approach, Discriminant Analysis, Sequential Decision Analysis, Inventory Management - Kinds Inventories, Benefits & Costs of Holding Inventories, Inventory Management & Valuation, Inventory Control Models.
- UNIT - IV :** **FINANCING OF WORKING CAPITAL NEEDS:**
Short term Finance: Framework Short Term Finance, Appraisal & Assessment, Other Sources of Short Term Finance.
- UNIT - V :** **WORKING CAPITAL MANAGEMENT: An Integrate View:**
Optimum Working Capital Policy, Credit Policy, Short Term Services of International. Financial Transactions, Planning Short Term Investment & Financing

MBA – FA 404
INTERNATIONAL MARKETING

Unit - I Introduction – Nature, scope and challenges in international marketing, difference between international and domestic marketing, major decisions in international marketing, Theories of International Trade

Unit – II International Marketing Environment: Identifying and analysing opportunities in the international trade Environment, Social, Legal, Cultural, Economic, Political and Technological, Environmental Factors affecting International Marketing, methods to enter into international market

Unit – III International Marketing Strategies- Development of international marketing strategies for product, pricing, distribution and promotion of product and services, competitive strategies for international markets.

Unit – IV Recent trends in India’s foreign trade, Export promotion, need, objectives and methods of export, risk in International Market, Export financing, Role of Export houses, Export procedure and documentation.

Unit – V International Economics Institutions – Regional Economic Integrations and strategic implications, IMF, IBRD, WTO, ECM

Suggested Readings :

M.N.Mishra : International Marketing Management
Varshney & Bhattacharya : International Marketing Management

MBA – FA 406 (a)

INTERNATIONAL FINANCIAL MANAGEMENT

Unit - I **Introduction** – Concept, Scope and Importance of International Financial Management, International Financial Management v/s Domestic Financial Management. Role and Responsibilities of International Financial Manager, Financial function in Global Context, Games from International Capital Flow.

Balance of Payment – Components of Balance of Payment, Disequilibrium of Balance of Payment and measures to remove disequilibrium, Different Approaches of Adjustment of Balance of Payment.

Unit – II **International Monetary System and International Financial System – Phase of Development of International Monetary System** – Gold Standard and its features, Suspension of Gold Standard, Bretton Woods System of Exchange Rate, Exchange Rate Regime Since 1973, Floating rate regime, Limited Flexibility System, International Liquidity its bases. IMF Finding Facility, Role of IMF in the post Bretton Woods World and Problem of Adjustment, An appraisal of Liquidity Promotion measures, European Monetary System, Economic Monetary Union.

Unit – III **Foreign Exchange Market** – Concept and distinctive features of Foreign Exchange Market, SPOT Market, Forward Market, Types of Transactions and Settlement Dates, Exchange rate Quotations 7 Arbitration, Relationship between Forward Rate and Future Sport rate, Foreign Exchange Market in India.

Exchange Rate Determination and Forecasting - Exchange rate and factors influencing it, Exchange rate Quotations, Forward Market Quotations, Relationship between Exchange Rates, inflation Rates and Interest Rate, Determination of Exchange Rate in Spot Market and in forward market , Need of Exchange Rate Forecasts, Techniques of Exchange Rate Forecasting , Forecast in a controlled Exchange.

Unit – IV **Exposure and Risk** - **Nature of Exposures and Risk** - Transactions exposure, Transaction exposure and Operating exposure, According and Relationship of Transactions and Translation Exposure.

Risk – Foreign Exchange and Interest Rates Risk and their management, Political risk and its management, Inflation risk and its impact.

Financial Swaps – Interest Rate Swaps and Currency Swaps.

Unit – V **Project APPRISAL& CAPITAL BUDGETING** Capital Budgeting for the multinational corporations, Multinational working capital Management. Short term Finance, Foreign Trade, International Cash Management, International Receivables & Inventory Management , International Investment Strategy, Forex Regulation & Control . Project Appraisal in International Context

Suggested Reading –

V.K.Bhalla : International Financial Management
Apte : International Financial Management
Varshney : International Financial Management

MBA – FA 406 (b)
FUNDAMENTALS OF RETAIL MANAGEMENT
(Optional Paper)

- UNIT – I Meaning, concepts and characteristics of retail, main drivers of retailing in India, development of retail industry, factors in retailing
- UNIT – II Theories of retail development – environmental theory, conflict theory, phases of growth of retail market
- UNIT – III Retail location, level of location decision and its determining factors, image mix, and retail space & layout management
- UNIT – IV Retail pricing, pricing flexibility, determining pricing strategy and politics, multiple unit pricing, human resource issues and concern in retailing
- UNIT – V Retail economics, measure of performance, income statement, balance sheet, strategic profit model, ethics in retailing, role of market in retail

Suggestive readings

Nair Suja R. : Retail management – himalay publishers
Pradhan Swapna : Retailing Management – Tata Mc graw hill publishing
Jain J.N. & singh P.P. : Modern retail management – regal publications

MBA – FA 406 (c)
MARKETING SERVICES
Optional paper

- UNIT – I Concepts and features of marketing services, Significance of marketing services, marketing information system, emerging key services.
- Unit –II Concept & marketing mix, product Mix , promotion Mix, price mix, Place Mix, total Quality management- dimensions of total quality management
- UNIT – III Tourism marketing, concept, uses of tourism services, marketing mix for tourism, marketing management of road transportation.
- UNIT - IV Consultancy market- concept & rational, market segmentation for consultancy organization, consultancy marketing in India perspective.
- UNIT –V Courier marketing – A conceptual framework, rational behind courier marketing, Automobile service marketing- concept & rational, Day care marketing.

Suggestive reading :

JHA S.M. : Service marketing, Himalaya publication ltd.
Hudman Hawkins : Tourism in contemporary society, prentice hall