# Course and Examination Scheme with Choice Based Credit System

## I – Semester

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L = LECTURES T = THEORY ESE = END SEMESTER EXAMINATION IE = INTERNAL EVALUATION

GONDWANA UNIVERSITY, GADCHIROLI

MASTER OF BUSINESS ADMINISTRATION

(TWO YEARS COURSE IN FACULTY OF COMMERCE)

COURSE AND EXAMINATION SCHEME WITH CHOICE BASED CREDIT SYSTEM
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L= LECTURES    T= THEORY    ESE= END SEMESTER EXAMINATION    IE= INTERNAL EVALUATION
Core Course

Paper: PCB1C01

Principles of Business Management

Unit I: Basic Concept of Management: - Nature, definition and importance of management, Purpose and scope of management, Functions of management, Management: science or art , Management and Administration , Case Study :Professionalism of management in India.

Unit II: Evolution & Development of Management Thought - Scientific management; Contribution of Taylor, Fayol, Mary Follet, Elton Mayo, Peter F. Druckar ;Hawthorne experiments, Contingency approach . Management ethics and Management Culture, skills required by Manager, methods of skill development, Case study : Comparative study of main features of Japanese Management and Z culture of American Companies

Unit III: Management Planning & Decision Making – Meaning, Definition, characteristics of planning, objectives of planning , Nature of planning, Importance and Advantages of planning Steps in planning process, Limitations of planning, Essentials of a good planning, Concept, characteristics of decision Making, Types of decisions, Steps Involved in decision making, Importance of decision making, Innovation and Creativity in Decision making . case study-Strategic planning in Indian Industry, MBO


Unit V: Authority and Responsibility - Authority, Responsibilities and Accountability, characteristics of authority, Importance of authority, Types of authority, Delegation of Authority ,Limitations of Authority, Span of control.

Unit VI: Controlling - Concept, Definition, Areas or scope of control, planning-controlrelationship, steps in control process, Types of Control - (a) Feed forward control (b) Concurrent Control (Real Time Information & Control), (c) Feedback Control . Techniques of control, Essentials of an effective control system.

Suggested Readings:

1.Principal of Management, Dr. Neeru, Vasishth, Taxmann’s
2.Principals of Management, T. Ramaswamy, Himalaya Publishing House
4.Management (A Global Perspective), Heinz Weihrich&Harnold Koontz, 10th Tata McGraw Hill
Paper: PCB1C02
MANAGERIAL ECONOMICS

Unit –I : Introduction to Managerial Economics: Definition, Nature and Scope of Managerial Economics, Application of Economics to Business Decision, Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel, Operations research - The role of managerial economist-

Unit – II: Demand and Supply Functions –Theory of Demand: Demand Analysis, Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for forecasting, forecasting techniques. Supply Analysis – Supply function, the Law of Supply, Elasticity of Supply. Practical Problems on Demand curve and Demand Function


Unit V Profit Management : Profit Management Role of Profit in the Economy, Nature & Measurement of Profit, Profit Policies on Profit, Maximization , Profit & Control, Profit Planning & Control.

Unit VI Business cycles & Stabilization - Concept, Causes & Impact, Concept of multiplier accelerator, Picy Measures to control Business cycles inflations,kinds of inflation effects of inflation, policy measure to control and Deflation, types, causes and control of deflation. Monetary policy- meaning and scope of monetary policy-instrument of monetary policy:

NB: Numerical shall be based on Unit II, Unit III, Unit IV, Unit V only. References

1.Managerial Economics – Joel Dean
2.Managerial economics : Concepts & Cases – Mote, Paul & Gupta
4.Managerial Economics, P. L. Mehta, Sultan Chand & Sons, New Delhi
**Paper: PCB1C03**  
**Foundation Course in Marketing & Sales Management**

Unit 1
Introduction to marketing; concepts, marketing environment; interaction of marketing with other functions, segmentation, targeting & positioning, marketing mix (4Ps, 7Ps, etc.), PLC.

Unit 2
New product development process, pricing, pricing methods, techniques and strategies, promotion basics, promotion methods & strategies, Distribution, logistics & supply chain management, warehousing & storage.

Unit 3
Marketing Communication, Understanding the communication process, Managing Advertising, Sales promotion, Public relations & Direct Marketing.

Unit 4
Personal Selling, selling processes, types of sales organizations, staffing (recruitment, selection & training) of sales organizations.

Unit 5
Sales forecasting, designing sales strategies and sales programmes, designing sales force compensation & incentive plans, designing sales target setting & territory distribution programmes.

Unit 6
Sales cost analysis, managing sales performance, sales monitoring, sales reporting, methods of sales control and motivating sales force.

**References:**
1. Marketing Management – Kotler, Keller, Koshy, Jha  
3. Sales Management – Still, Cundiff & Govoni  
4. Sales Management – Matin Khan  
5. Selling & Sales Management – Jobber, Lancaster  
6. Internet Marketing Start to Finish - Juon / Greiling / Buerkle  
8. Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media - Evans  
9. Facebook Marketing - Levy  
10. YouTube for Business: Online Video Marketing for Any Business - Miller  
11. The Ultimate Web Marketing Guide - Miller
Paper: PCB1C04
Foundation Course in Human Resource Management

Unit I: Human Resources Management - Introduction and Importance, Scope of HRM, Objectives of HRM, Evolution, Difference between Personnel Management and HRM, Strategic HRM, Role of A HR Manager.


Unit V: Employee Growth & Development Training - Introduction of Training; Objectives and Importance of Training; Training Needs Identification. Organization Analysis; Task Analysis; Man Analysis; Training Areas Identified by Trainers; Responsibility for Training; Training Organization; Lead Time Planning; Types and Techniques of Training and Development; Objectives of Training Methods; Classification of Training Methods/Techniques; Training by Supervisors; Need and Importance of Management Development; Evaluation of Training; Reasons of Training Failure; Improving Effectiveness of Training.

Unit VI: Performance Appraisal - Nature, Objectives, limitations–various methods – Modern & Traditional, Multiple Person Evaluation Methods; Performance Tests & Field Review Techniques; Appraisal, Praise and Recognition; Rewards and Incentives; Promotions. HR Records, MIS HR Reports, HR Formats – Personnel Files, Attendance, Leave, Medical Records.

Unit VII: Compensation Management - Wage & Salary Administration-Introduction; Wage & Salary Administration; Theories to Determine the Wages; Classification of Wages; Machinery for Fixing Wages; Job Satisfaction, Job Evaluation; Objectives of Job Evaluation; Job Evaluation Methods; Advantages and Limitations of Job Evaluation.
Suggested Readings
Compulsory Foundation

Paper : PCB1F05
Financial accounting


Unit II: Accounting of Non-profit making institutions: Introduction of non-profit making institutions, features of receipt and payment account, income and expenditure account and difference between the two, preparation of final accounts of non-profit making institutions.


Unit IV: Valuation of goodwill and shares: Concept and nature of Goodwill, factors responsible for goodwill, methods of determining Goodwill – Based on Simple Profit (Purchase of number of years, Capitalization of Simple profit), Based on Super profit (Number of years purchase, sliding scale valuation method, capitalization method and annuity method), Valuation of shares – Net Assets Method, Yield Method, Earning Capacity Method (Overall rate of Return Method), Fair Value Method.

Unit V: Issue of Shares and Debentures: Entries for Issue of shares, forfeiture and re-issue of forfeited shares. Issue of shares at Discount and premium. Issue and Redemption of Debentures: Meaning, issue of debentures for cash and other than cash, treatment of discounts and losses on issue, meaning of redemption, redemption out of capital and profits.

Unit VI: Liquidation Of Companies: Meaning of Liquidation. Objective of Liquidation. Types of Liquidation; Liquidation Under supervision of the court; Compulsory Liquidation. Liquidation Statement of Account.

Reference Books:
1. Advance Accounting  Jain Narang (Kalyani Publisher).
3. Text Book of financial, Cost And Management Account  Dr P. Periaswamy (Himalaya Publication).
4. Advance Accounting  Dr S. M. Shukla

Paper : PCB1F06

QUANTITATIVE TECHNIQUES

Unit I: Measures of Central Tendency and Dispersion - Arithmetic Mean, Median, Mode, Comparison of Mean, Median and Mode. Range, Quartile Deviation, Mean Deviation, Standard Deviation, Relative Dispersion: Coefficient of Variance.

Unit II: Correlation & Regression Analysis - Karl Pearson’s method, Coefficient of Determination, Rank Correlation. Uses & properties of correlation coefficient. Lag and lead in correlation, Correlation in grouped data; Concept of Covariance, multiple and partial; correlation.

Unit III: Time Series Analysis and Forecasting - Components of Time Series, Trend - Moving averages, semi-averages and least-squares, seasonal variation, cyclic variation and irregular variation, Index numbers, calculation of seasonal indices, Additive and multiplicative models, Forecasting, Non linear trend – second degree parabolic trends


Unit IV: Transportation & Assignment Model - Formulation and Solution by North West Corner Rule (NWC), Least Cost Method (LCM) and Vogel’s Approximation Method (VAM); Optimization by Modified Distribution Method (MODI). Assignment - Formulation and Solution.

Unit VI: Linear Programming and Problem formulation: Meaning of LPP and optimization, constraints and feasible region, Formulation of LPP for 2 and more variables, Determination of optimum solution by graphical & Simplex Method.

Suggested Readings:-
2. Quantitative Techniques in Management, N. D. Vohra (TMH)
Paper : PCB1F07

Business Legislation


Unit IV Indian Partnership Act 1932:-Definition of partnership, types of partnership, formation of partnership, registration of partnership, kinds of partners, rights and liabilities of partners, minor’s status in a partnership firm, dissolution of partnership firm. Requirements in a partnership deed Limited Liability Partnership Act 2008


Unit VI Negotiable Instruments Act 1881 & Information Technology Act 2000: Negotiable Instruments- Promissory Note, Bills of Exchange, Cheque, and their definitions and characteristics, Types of endorsements, Holder- Holder in due course, Discharge of Parties. Procedure to be followed in case of dishonour of cheques

Information Technology Act 2000: Object and Scope of the IT Act Scope of the Act Digital Signature - Digital Signature Certificate Electronic Governance Electronic Records Certifying Authorities Penalty & Adjudication

References
AkhileshwarPathak: Legal Aspects of Business, TMH, 3/e, 2009
Kuchal: Business Law, Vikas, 2009

Paper: PCB1F08
Computers for Managers

Course Objective:
To provide a foundation for understanding information technology in modern context as well as to provide the skills necessary for solving a range of information based problems in competitive business environment. The Course offers a range of learning from basics to advanced knowledge in the field of Information as applied to business

UNIT I
Introduction to Computers: Types of Computer systems, Basic Computer operations, Networks: Internet, Intranet and Extranet Applications, Functional units of Computers, Practical data processing application in business, and Computer applications in various areas of business.

UNIT II
The Software: Software types, Systems Software, Classification of Operating System, Application Software, Introduction to Programming Language, Types of Programming Languages. Introduction to Microsoft Office, working with MS Word, MS Excel, MS Power point, Data Base, Data Base Management System

UNIT III
Internet, Security and E-Commerce: Introduction, History and Core features of the Internet, Internet Applications, Internet and World Wide Web, Extranet and E-mail, Mobile Computing, Electronic Commerce, Types of E-Commerce and their utilities

UNIT IV
Management Information Systems:

UNIT V
Managing Knowledge:
Introduction to Knowledge Management, Organizational Learning and Memory, knowledge management activities, Approaches to Knowledge management, Information Technology in Knowledge Management, knowledge Management Systems implementation, Roles of people in knowledge management, Managerial Issues in Knowledge Management.
UNIT VI

**Corporate Performance Management and Business Intelligence:**
A framework of Business Intelligence: Concepts and Benefits, Business Analytics: Online analytical processing reporting and querying, Data Text Web mining and Predictive Analytics, Data Visualization, Geographical Information Systems and virtual reality, Real time business intelligence and competitive Intelligence, Business Performance Management Scorecards and Dashboards.

**Books & Reference:**
1. Turban, McLean, Wetherbe 2003, Information technology for Management, John Wiley & Sons
6. V. K. Narayanan, Managing Technology and Innovation for Competitive Advantage, 1/e, Pearson Education
Semester II
Core Course

Paper: PCB2C01
Organization Behavior & Development

Unit I: Introduction to Organizational Behaviour: Definition, Importance, Scope, Fundamental Concepts of OB, Different models of OB - autocratic, custodial, supportive, collegial and SOBC, Organisational behaviour and the workplace, Managing human rights in the workplace, Managing developments in information technologies, Managing organisational transitions, Managing new forms of Organisation. OB in virtual organisations.

Unit II: Learning, Perception, Attitudes and values - Biographical characteristics, ability, and learning Perception: Introduction, Halo effect, Stereotyping, pigeonholing and compartmentalisation; Self-fulfilling prophecy; Perceptual mythology; other influences on perception. Attitudes, Components of attitudes, Attitudes and behaviour, Attitudes and cognitive consistency, Job satisfaction as an attitude; development Values, Sources and types of values, Patterns and trends in values, Managing values and attitudes

Unit III: Motivation - Concepts, Theories of Maslow, Herzberg, McClelland, Porter & Lawler Model, Application of Motivation concept, Individual motivation and motivation in the organization, Cultural Differences in Motivation, Intrinsic and Extrinsic Motivation, Social Motivation, Motivation and Health, Role of motivation in human behaviour

Unit IV: Foundations of group behaviour - The nature of groups: groups and teams, informal and formal groups, purpose of teams, Teams and team building: selecting team members, team roles, stages in team development, team building, team identity, team loyalty, commitment to shared beliefs, multi-disciplinary teams, Team Dynamics: group norms, decision-making behaviour, dysfunctional teams, Cohesiveness. Leadership: Basic qualities of leadership, Leadership theories, Managers are leaders.

Unit V: Conflict and Organizational Change Management- Substantive and emotional conflicts, Levels of conflict, Sources of conflict in organisations, Symptoms of conflict Causes of conflict, Strategies for the management of conflict Organizational Change - Nature, levels and dilemmas of change, Pressures for change, The Domino effect, Responses to change, Force field analysis, Change process, Resistance to change, Dynamics of change.


Learning and Teaching Strategy: Although the 'lecture' will provide a formal framework for each topic area, debate, discussion and participation shall be encouraged together with case study work and group activities.
Suggested Readings:

1. Organisation Behaviour, Luthans 8th Tata McGraw Hill
2. Organisation Behaviour, Robbins, 9th Pearson Education Asia
Paper : PCB2C02
Environment Management

Unit I: Introduction to Environment Management - Definition, Scope & importance, Need for public awareness- institution in environment, Fundamentals– sustainable development, Unsustainable to sustainable development. Natural resources - Renewable and non renewable resources, and associated problems, Role of an individual in conservation of natural resources; equitable use of resources for sustainable life cycles;

Unit II: Ecosystem & Biodiversity - Concept of an Ecosystem , ecosystem degradation, resource utilization; Structure & functions of an ecosystem-producers, consumers and decomposers; Ecological succession; food chains, food webs and ecological pyramids; Ecosystem types – characteristics features, structure and functions of forest, grassland, desert and aquatic ecosystems, Industrial Ecology and Recycling Industry. Introduction- biodiversity at genetic, species and ecosystem levels; Bio-geographic classification of India; Value of diversity– Consumption use value, Productive use value, Social, Ethical, Moral, aesthetic and optional value if diversity; India as mega-diversity nation


Unit IV: Global Warming & Environmental Education - Global Warming Problem, Implications, Concept of Carbon Credit, Role of Government and Non-Government Agencies & Businesses.
Environmental Education - Objectives, Principles, Scope and functions of environmental education. Role of NGOs.

Unit V: Social issues and environment - Construction of dams: problems and concerns of resettlement, rehabilitation of affected people; Environmental ethics– issues and possible solutions, resource consumption patterns and need for equitable utilization; Equity disparity in western and eastern countries; Urban and rural equity issues; Need for gender equity; Public awareness–Using an environmental calendar of activities. Environmental Economics- Estimation of Costs and Benefits- Cost- Benefit Analysis.

Unit VI: Environment legislation & Institutions - Environmental (protection) Act, The water (prevention and control of Pollution); The wild life protection Act; Forest conservation Act; Issues involved in enforcement of environmental legislations; Environment Impact Assessment; Environmental Auditing; Clearance / Permission for establishing Industry. Ministry of
Environment and Forest, Central Pollution Control Boards, State Pollution Control Boards, Local Bodies- their scopes, organizational and functional issues.

**Suggested Readings**

2. Environment management by N K Uberoi”, published by Excel Books
7. Environmental Management System ISO 14001 – By Dr. Ashok Joshi, L. Ramkrishnan, Nivedita Sarnaik
Paper : PCB2C03
Cost & Management Accounting

Unit I Introduction to Cost and Management Accounting: Meaning of Cost, Costing and Cost Accounting, Features, Scope and Functions of Cost Accounting, Advantages and Limitations of Cost Accounting; Concept of Cost; Analysis and Classification of Costs; Elements of Cost; Introduction to Management Accounting, importance and scope of management of Accounting, tools and techniques of management accounting Management accounting Vs. Cost accounting vs. financial accounting, role of accounting information in planning and control

Unit II Unit Output Costing & Reconciliation of Cost and Financial Accounts: Preparation of Cost Sheet (Statement of Cost); Quotations and tender. Introduction; need for reconciliation, reasons for disagreement in Profit; Procedure/Methods of Reconciliation; Reconciliation Statement;

Unit III Contract and Operating Costing: Silent clauses and accounting features of Contract costing, Retention money clause and Escalation clause, Profit of uncomplete Contract, WIP in balance sheet. Features of operating costing: Transport costing (Standard charge, running and operating cost, maintenance charges and log sheet), Canteen, Hospital and hotels Costing.

Unit IV Ratio Analysis: Introduction, Meaning of Ratio; Mode of Expression; Steps in Ratio Analysis; Importance of Ratio Analysis; Nature of Ratio Analysis; Limitations of Ratio Analysis; Classification of Ratios; Balance Sheet Ratios; Revenue Statement Ratios; Activity of Turnover Ratios; Profit Cover Ratios; Du pont Chart; Miscellaneous Practical Problems.


Unit VI Budgets and Budgetary Control: Concept of Budget; Objectives of a Budget; Budgetary Control; Characteristics, Advantages and Limitations of Budgetary Control; Master Budget; Classification of Budgets; Long Term Budget; Short Term Budget; Fixed and Flexible Budget; Sales Budget; Production Budget; Material Budget; Labour Budget; Capital Expenditure Budget; Cash Budget; Preparation of Flexible Budget and Cash Budget; Zero Base Budgeting.

Reference Books:
3. Cost Accounting Theory and Practice, Bhahatosh Banerjee, PHI
4. Cases In Management Accounting & Control System, Allen, Pearson
7. Cost Accounting : Dr R.P. Inglese Das &Ganu
Entrepreneurship Development


Unit IV: - Registration of new venture and Support Systems - Steps and processes involved in setting up a manufacturing unit and a service unit. Process of registration and formalities; Activities of SIDBI, EDI, NIESBUD, DIC, NABARD Government policy, Agency supporting entrepreneurial development Industrial estates. Role of MSME, MITCON, MIDC and MCED.

Unit V: The Industry and Ancillarization: Role of Intrapreneurship in Indian industry; Success cases, Ancillarization, Ancillarization in India, Ancillaries & Industrial Development, Ancillary Opportunities in different Economic Sectors: Agro Industries, Logistics, BPO, Banking and Finance, Sub-contracting System, Supplier Organization Network Global Aspect of Entrepreneurship. NGOs and entrepreneurship.

Unit VI: DPR and Financial incentives: Preparation of DPR, Format and contents of a DPR, Bank financing and formats, Document and clearances required by nationalized banks, SCBA; Schemes for educated unemployed, Fiscal incentives, Procurement of industrial equipment, marketing support. Role of KVIC and Government schemes of financing.

Suggested Readings:
2. S.S. Khanka – Entrepreneurial Development (S. Chand & Co.)
3. Entrepreneurship Development New Venture Creation – SatishTaneja, S.L.Gupta
Compulsory Foundation

Paper : PCB2F05
Business Research

Unit I: Introduction - Meaning, Objectives and Types of research, Research Approach, Research Process, Relevance & scope of research in management.


Unit V: Methods of data collection & data Analysis - Primary data – questionnaire and interviews; Collection of secondary data; Use of computer and Information technology in data collection. Data Preparation – Univariate analysis (frequency tables, barcharts, pie charts, percentages), Bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of association.

Unit VI: Testing of hypothesis, Interpretation of data& Report Writting - Procedure for hypothesis testing; Use of statistical techniques for testing of hypothesis. Techniques of Interpretation, Report writing, Layout of a project report, preparing research reports.

A Survey based mini-project should be undertaken by the students to orient them about basics of research.

Suggested Readings:
1. Business Research Methods - Donald Cooper & Pamela Schindler, TMGH, 9thedition.
2. Business Research Methods – Alan Bryman& Emma Bell, Oxford UniversityPress.
3. Research Methodology - C.R. Kothari
5. Marketing Research, G C Beri third edition (McGraw Hill)

**Paper: PCB2F06**

**Financial Management**

**Unit I: Introduction** - Concept of business finance, finance function, scope, Responsibilities of finance executive, Goals & objectives of financial management. **Sources of financing** - LONG TERM: shares, debentures, term loans, lease & hire purchase, retained earnings, public deposits, bonds (Types, features & utility); SHORT TERM: bank finance, commercial paper & trade credit & bills discounting.

**Unit II: Capital structure** - Concept, meaning, principles & importance. Introduction to Trading on equity, Capital gearing & leveraging, Cost of capital, Cost of different sources of finance, Weighted average cost of capital, Over capitalization – Concept, Symptoms, causes, Consequences & remedies, Under capitalisation - Concept, causes, Consequences & remedies, Watered Stock, Watered stock Vs Over capitalization

**Unit – III: Capital budgeting** - Concept of time value of money, Compounding & discounting; Future value of single amount & annuity, present value of single amount & annuity; Practical application of time value technique.Nature and significance & techniques of capital budgeting – Pay Back Method, Accounting rate of return, Net Present Value, IRR and profitability index.

**Unit IV: Working capital** - Concept, significance, types. Adequacy of working capital, Factors affecting working capital needs, Financing approaches for working capital, Methods of forecasting working capital requirements. Estimate of working Capital requirement, Working capital finance from banks


**Unit – VI: Corporate restructuring** - Reasons & drivers of restructuring, Methods of restructuring- mergers, takeovers, acquisitions, divesting, spin-off, split ups, privatization, buyback & joint ventures.

*NB: Numerical shall be based on Unit II, Unit III, Unit IV, Unit V only.*

**Suggested Readings:**
1. Financial Management by Ravi Kishore, Taxmann’s.
6. Financial Management by Dr. R. P. Rustagi.

**Paper : PCB2F07**

**Strategic Management**

**Unit I: Strategic management** - Introduction to strategic management, Strategic decision making, Strategic management process; Difference between Policy, Strategy and Tactics.

**Strategic Intent** - Vision, Mission & goals, Preparation of Vision & Mission Statement; Organisational objectives, Hierarchy of objectives & strategies, setting of Objectives.

**Unit II: Internal, External & Resource analysis** - SWOT analysis, Resource analysis- a) Organisation capabilities & competitive advantage b) Value chain analysis; Concept of synergy - Core competency, Competitive analysis - Interpreting the five forces model, Competitors analysis

**Environment analysis** a) Components of External environment b) Components of Internal environment c) Environmental scanning. **Industry Analysis** a) A Framework for industry analysis b) Michael Porter’s Analysis c) Usefulness of industry analysis.


**Unit V: Portfolio Approach & analysis** - a) Portfolio analysis, advantages & disadvantages, b) BCG Matrix c) General Electric’s Business Screen, d) Life cycle or Arthur D Little matrix, e) Balance scorecard.

**Unit VI: Strategic Implementation, Strategic evaluation, Control & continuous Improvement** - 7 s framework- (separate variables in details), Strategic Business Unit (SBUS), Merits & Demerits of SBU; Leadership, Power & organisation culture.
**Strategic evaluation, Control & continuous Improvement** - Establishing strategic evaluation & control; The quality imperative: continuous Improvement to build customer value, Fundamentals of Six sigma approach for continuous improvement.

**Suggested Readings:**

5. Global Strategic management – KamelMellahi, J. George Fynas, Paul Finlay Publication- Oxford University Press, New Delhi.

**Paper : PCB2F08**

**Technology and R & D Management**

**Unit I: Basic Concept**: Introduction; Role & Important of Technology Management; Technology Management in India; dimension of Technology Management; Technological
Change; Technological Life cycle; Diffusion & Growth Transformation; Alternatives; Technological policy instruments.

Unit II: Technological Planning – Technological Development ; Option and Strategies; Technological & Socio-economic Planning; Production Function & Technological Change; Nature of Technological Change; I.T revolution; Macro effects of Technological change

Unit III: Technology Forecasting & Technology innovation Chain; Technology Forecasting approaches & method; Problems & pitfalls in technology forecasting; Technology strategy; Technology generation; Technological development cycle; Models of technology transfer; Dimension, features of technological package; Routes of transfer; Technological absorption capabilities; Pricing issues, Transfer agreements.

Unit IV: Technological dependence; Technology absorption; Constraints in technology absorption, Import of technology in India; Management of technology absorption; TAAS; Technology Assessment; Evaluation; Technology evaluation parameters.

Unit V: Diffusion of Technology : Concept of diffusion of technology; Importance of diffusion; Major activities; Diffusion strategy, Taking technology to market; Technology financing issues; Financial evaluation & criteria of evaluating R & D projects; Technology Promotional activities.

Unit VI: Technology information, contents, sources, dimension; Technology strategy for enterprise; technology gap & enterprise needs; Evaluation of technological option & routes, R & D organization & its role; Development & training of Human Resources.

Suggested Readings:
1. Ford – Managing & marketing Technology (Thomsion Learning books)
2. Sahay- World Class manufacturing (Macmillan)
5. Liowe, Julion- Innovation & Technology transfer for growing firm, Pergohon Press pub.