

MGC401 - STRATEGIC MANAGEMENT

[Total (60+40= 100)]

Credit 3

UNIT-I

- Business Policy
- Conceptual & Foundation in Business Policy
- Strategic Management ,Process ,Moders ,Types
- Corporate Strategy-Mission & Objectives
- Strategic Planning-Programing ,Implementation
- Evaluation & Control

UNIT-II

- Environment Scan & SWOT analysis in detail
- GE, BCG Mgt grid, Strategic Mgt Matrix
- Management of Change
- Strategy Choice Making
Narrowing the choices; Managerial Choice Factors, Choice Processes – Strategic Gap Analysis, ETOP-SAP Matching, BCG Product – Portfolio Matrix, G.E. Nine Cell Planning Grid; Contingency Strategies; Prescriptions for choice of Business Strategy; Choosing International Strategies.

UNIT-III

- Strategic alternative
- Strategic Choice
- Structural implementation

UNIT-IV

- Behavioral implementation
- Functional implementation

UNIT-V

- Corporate ethos
- Corporate Planning
- Corporate Culture
- Corporate ethics
- Evolution &Control

REFERENCES

- Strategic management JA pearce , RB Robinson Jr
- Strategic management & operations Sudhir Lakhanpal
Research

- Strategic management
- Corporate strategy
- Business policy & strategic Management
- Strategic management Concept/Practice & Cases
- Business Policy

Robinson
Ansoff HI
Glueck & Jauch LR

Thomas

Kazmi A

MGC402 - Evaluation of Management Skills through a presentation .

Note- Student is expected to choose a topic from a emerging issues and has to prepare a presentation . The candidate must submit an abstract of the presentation atleast one month before the commencement of term end examination.

MGE403-MANAGEMENT OF INDUSTRIAL RELATIONS

[Total (60+40= 100)]

Credit 3

UNIT-I

- INTRO
- Industrial conflict, Industrial Dispute- meaning ,classification & impacts
- Causes of industrial dispute ,prevention & settlement of dispute
- Methods for settlement of industrial dispute Theory of Consensus in Industrial Society.

UNIT-II

- Meaning & Objectives of Trade Union .Functions of Trade Union
- Type & Structure of trade Union ,various approaches to the origin of T.U
- Origin & development of T.U in India, weakness of T.U
- Suggestions to Strengthen in T.U, advantages & disadvantages of T.U
- Recognition of T.U

UNIT-III

- Collective Bargaining-Meaning ,role & pre-requisite of C.B
- Agreement CB process, CB in India, problems of CB
- Strike & lockouts in India ,strike & it's various forms, Legality of strike
- Lockouts, penalties for strikes & lockouts
- Industrial Discipline- meaning, objective, & principles of discipline
- Positive and negative discipline, code of discipline
- Approaches to an act of indiscipline

UNIT-IV

- Standing order & grievances procedure – standing order meaning and matters to be provided in model of standing order , meaning and causes of grievances
- Importance and procedure of grievances handling .model of grievances procedure
- Workers participation in management – meaning and objectives forms of participation merits & demerits of workers participation scheme. workers participation in management in India
- Central board of workers education. meaning , methods of training, importance of training
- Organisation of training program , Essentials or principles of a good training program Changing Managerial Mindset and Impact on labour(from Feudal mercantilist to Innovative Entrepreneurial mode)

UNIT-V

- Labour Welfare –meaning, scope, & importance.

- Labour Welfare Officers
- National Council of Labour, code of conduct
- Social Security-social assistance & social security . Cross cultural industrial relations to boundary less Universe.

REFERENCES

- | | |
|--|-----------------------------|
| • Industrial Relation & Labour Legislation
Oxford IBH | Prof.G.P.Sinha & P.R Slinha |
| • Industrial Relation & Personal Management | C.B Mamoria |
| • Industrial Relation-Conceptual and Legal
Publication
Framework | A.M Sharma Himalaya |
| • Industrial Relations & Labour Laws | Srivastava, SC |
| • Industrial Relations & Personal Mgmt. | Pylee, MV |

MGE404-HUMAN RESOURCE DEVELOPMENT

[Total (60+40= 100]

Credit 3

UNIT-I

- Nature, meaning & need of Human Resource Development
- Understanding Human Resource Development
- Quality of work life-scope, approaches to improve QWL
- Impact of QWL on organizational climate requirement or precondition for success of QWL

UNIT-II

- Quality circle-features, purpose, benefit
- Introduction of QC in an organization
- Job enhancement, job enrichment, socio technical work system
- Career development, Career development program, career planning
- Succession planning

UNIT-III

- Management of Conflict
- Role of conflict
- Goal of conflict
- Law of effect
- Role analysis technique

UNIT-IV

- Training & Development
- Responsibility for training need & objective
- Determination of training need identification (TNI)
- Management Development Method
- Evolution of training & development
- VRS scheme, golden hand shake

UNIT-V

- Performance appraisal, 360 degree performance appraisal
- Potential appraisal, BARS, BOS
- Assessment center, human asset accounting method
- Principle of organization- How authority is delegated
- Recovery of delegated authority, principle of delegation
- Guide of overcoming weak delegation
- Uniformity of policy, HRD & IR

REFERENCES

- HRD in 21st Century Rao & Pareek, Tata Mc-Graw Hill Pub.

- Human behavioral at work, OB Keith Davis, Tata Mc-Graw Hill Pub.
- OB Aswathapa Himalaya Pub. House
- HRD practices (Assimilation & Implications) Bhatia & Verma
- Human Resource Development & Mgmt. Biswanath, ghosh

MGE405-TOTAL QUALITY MANAGEMENT

[Total (60+40= 100)]

Credit 3

UNIT-I

- The concept of Total Quality Management
- Historical perspective of Quality
- Evaluation of TQM
- Principles of TQM

UNIT-II

- TQM & HRD
- Need & Significance of TQM
- Benefits of TQM
- Phases of TQM
- ISO 9000 QUALITY Movement

UNIT-III

- Requirement of success in TQM
- TQM In India
- KAIZEN
- Just in time procedure & KANBAN system
- Training towards TQM
- Competitive advantages of TQM

UNIT-IV

- Empowerment
- Benchmarking
- Learning organization & its advantages
- Dimension of quality
- OTIS (Satisfaction of Customer) & Voltas leadership

UNIT-V

- Why quality is Important?
- The quality gurus
- International quality standards
- TQM tools & techniques
- Juran on Quality at international level

REFERENCES

- TQM Dr. B Narayan (APH publishing house)
- TQM Parag Diwan (Deep & Deep)
- Management concept & strategies JS Chandan (Vikas publication)

- HRM
- Managing for total quality
- The essence of total quality mgmt.

T.N Chabra

N.Logothesis (Tata-Mc Graw Hill)

John Bank (Tata-Mc Graw Hill)

MGE406 - MERCHANT BANKING AND FINANCIAL SERVICES

Note: Students

will be assigned to industries, companies, and teams. Each student will study two industries/companies. Team members will change from one company analysis to the second. (See the "Team Assignment" file in the course folder, when it is posted.)

Following the 12-minute presentations, the industry/company analyses will be open for discussion for the remaining time. To assure a wider classroom participation than just the "presenters," every other student in the class will be assigned the study of one of the companies being presented. Those students should, at a minimum, familiarize themselves with the industry and analyze the company's most recent annual report, and quarterly results. In that way, everyone in the class could

- MERCHANT BANKING AND DEPOSITORIES SERVICES:

[Total (60+40= 100)]

Credit 3

UNIT - I

- Merchant Banking – Importance & Growth
- Category of Merchant Bankers
- Regulation of Merchant Bankers, Merchant Banking activities
- Efforts towards innovation, Steps of setting up Merchant Banking outfit
- Issue management , SEBI – it's Statutory power

UNIT-II Factoring, Forfeiting, & Venture Capital Services:

- Factoring – concepts & forms
- Factoring Vs Bill discounting, Credit insurance, forfeiting , Export
- Factoring Vs forfeiting, Mechanics of Factoring & forfeiting
- Legal aspect of Factoring
- Steps involved in forfeiting, liability of a primary forfeiter
- Evaluation of Factoring , RBI guidelines of factoring services
- Factoring services in India
- Venture capital vs. Development capital, Growth of Venture capital in India
- National equity fund scheme, guidelines for Venture Capital

UNIT-III Mutual Funds and Credit Rating Services:

- Mutual fund concept, need & importance, classification
- Mutual fund returns, Organizations of Mutual funds
- Growth of Mutual fund in India
- Regulation of Indian Mutual Funds
- Credit Rating – concept score need importance and benefits
- Advent of Credit Rating agencies in India
- Rating methodology of debt, instruments & equity shares etc.

UNIT-IV Acceptance Credit & Bill Discounting:

- Advantages & Principles of Acceptance, Credit, Accepting house, Discount house
- Regulation of Acceptance Credit & Bill Discounting Activities
- Accept Credit & Bill Market scheme in India
- Salient of the Bill discounting scheme. L/C .Letter of Credit. UCP for Doc Credit.
- Bill discounting scheme of Financial Institutions

UNIT-V Hire Purchase:

- Concept & Characteristics, mathematics of Hire Purchase
- Legal aspects, tax aspects, accounting aspects

REFERENCES

- Merchant Banking JC Verma (Bharat Law House)
- Merchant Banking Nidhi Prakashan
- Lease Financing Theory & Practice Dr.B Brahmaiah(Himalaya Publishing House)
- Financing of Hire Purchase JC Verma (Bharat Law House
- Emerging Scenario of Financial Services E Gordan & K Natrajan
- Indian financial system Machiraju

**MGE407 - SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT**

[Total (60+40= 100]

Credit 3

Unit- I

Introduction: Concept of Investment, Investment V/S Speculation, Financial And Economic Aspect Of Investment, Types, Characteristics And Objectives Of Investment. Managing Investment Portfolios

Client Relationship. Indian Capital markets, Trading methods, Commonly used terms speculations, settlement, good and bad delivery of shares.

Unit-II

Risk Return: Concept Of Risk And Return, Systematic And Unsystematic Risk, Valuation of securities, Concept of Beta, Capital Assets Pricing Model, SML And CML Valuations. Concept of risk and return, market risk, ex-post, ex-ante returns, benefits of diversification, Beta, CAPM, Arbitrage pricing theory, market efficiency. Fixed Income securities and their role in portfolio

Unit-III

Share valuation models – Kidder Peabody model, constant Growth, Dividend model, Three-phase model, H model, P/E analysis, ROE analysis. Mergers and acquisitions

- (a) valuations(of business brands, employees& intangible assets)
- (b) Takeovers
- (c) Accounting and taxation aspects
- (d) Statutory compliance
- (e) SWOT Analysis
- (f) LEVERAGED buy outs

Unit- IV

Valuation of Bonds: PV Model, Bonds Yield, Measures Duration, Modified Duration, Immunization Conservity, Bond Value Theorem.

Valuation Of Equity : Constant Growth Model, Multi-Stage Growth Model, P/E Ratio and Earnings Multiplier Models. Valuation Of Preference Shares, Valuation of Warrants, Rights Issued.

Security Analysis: Fundamental Analysis And Technical Analysis, Dow Theory, Elliott Wave Theory, Efficient Market Theories And Testing.

Portfolio Concepts: Portfolio And Security Returns, Diversification, Markowitz Model, Sharp Index Model.

Technical analysis- charting, momentation analysis, the use of derivatives in portfolio management , port folio construction, revision, evaluation, strategies. Dividend discount models Life cycles and multistage growth models Cash flow models of valuation Price-earnings ratios models of valuation

Unit- V

Industry analysis and company evaluation with reference to industrial (growth patterns- evaluation of specific company with reference to industry) micro performance technical data, by a progressive study finally resulting in a specific recommendation for investing divesting in the scrip. Factor Models and Arbitrage Pricing Theory. Management of Products. Portfolio Investment Process.

Portfolio Evaluation: Measures of Returns, Formula, Plans, Sharpe and Treynor Measures. Calculating and Interpreting Risk Ratios

1. Fisher Donald and Ronald J. Jordan (2000), Security Analysis and Portfolio Management, PHI; New Delhi.
2. Bhole L.M (2002) Financial Institutions and Markets, Tata Mc.Graw-Hill Publishing Company Limited; New Delhi.
3. Khan M.Y (2002) Financial Services, Tata McGraw-Hill Publishing Company Limited, New Delhi.
4. Elton Edwin J and martin G. Gruber (Eds)(1972) Security Evaluation and portfolio Analysis, Prentice -Hall Inc Englewood cliffs Newjersy.
5. Alexander Gordon J. William F sharpe, Jeffery V.Bailey (2001) Fundamentals of Investments, third edition, Pearson Education Inc; Delhi.

MGE408- PROJECT MANAGEMENT AND ENTREPRENEURSHIP

[Total (60+40= 100)]

Credit 3

Unit-I

Project Identification and Formulation

Different types of needs leading to different types of project under BMRED (Balancing, Modernisation , Replacement , Expansion, and Diversification)

Consideration involved in decision under each of these types macro , micro parameters and sectoral considerations.

Unit-Ii

Project formulation. Prepration of project profile.

Project report and detailed detailed project report

Project appraisal.

Non financial Justification of projects.

Project financing.

Unit- III

Project Cost System.

Planning Project Evaluation

Post project evaluation.

Unit-IV

Concept ,Thories and profile of Entrepreneurship .

Entrepreneurship .and economic development.

Motivation and Entrepreneurship Competence.

Unit V

Entrepreneurship and Environment support system Management of small business.

Identification assessment , perception and implementation of projects.

Indian experiences in small Business.

References.

Project prepration appraisal budgeting and Implemenntation- Prassan Chandra

Project Finance , HRMACHIRAJU

MGE409 – INTERNATIONAL MARKETING

[Total (60+40= 100)]

Credit 2

Course Objective :- To present the consolidate view of today's global marketing system. This paper will cover broad picture of today's care marketing issue which apply in the market international horizon.

UNIT- I Introduction to International Marketing

- Identification of Foreign Markets
- International Marketing Planning
- Mode of Entry in International Marketing
- Marketing mix decision
- Domestic to International Marketing

UNIT- II International Marketing Environment

- Overview of World economic system
- World Trading System
- International Political Situation
- Regionalization
- Cross Culture System

UNIT- III Global Marketing Strategy

- Global Market Segmentation
- Global Targeting
- Global Product Positioning System
- Value System
- Global Strategic Partnership
- Product Life Cycle
- Brief Description On Global Marketing Mix system

UNIT- IV Core Issues In International Marketing

- Transfer Pricing
- State Trading land Export Documentation and Procedure
- Development of Multinational Corporation

UNIT- V

- Global Distribution System
- Global Advertising System
- Global Marketing Organisations

REFERENCES:

- Global Marketing and Management Warren J Keegan
- Export Marketing B S Rathore
- International Marketing Rathore & Rathore
- International Marketing P Sarvanvel
- International Business Scenario MS Thakur

MGE410 – RURAL AND INDUSTRIAL MARKETING

[Total (60+40= 100)]

Credit 2

Course Objective :- The purpose of this course is to develop an understanding among the students about various concepts of Industrial Marketing which are helpful in developing sound marketing policies for Industrial goods.

UNIT- I

- The Industrial marketing system
- Industrial marketing concept
- Product characteristics
- Buying motives of Institutional customers

UNIT- II

- Industrial buying system and purchasing system
- Value Analysis
- Vendor Analysis

UNIT- III

- Industrial Market Segmentation
- Targeting and Positioning of Industrial Products
- Service component
- Personal Selling situations
- Profile of the Rural Market
- Consumption pattern in rural areas
- Rural segmentation and Targets

UNIT- IV

- Promotional component of Rural Market
- Rural distribution system
- Measurement of Advertising effectiveness in rural marketing
- Special publicity reference to the Rural Marketing System

UNIT- V

- Pricing system in rural marketing
- Difference Between Urban & Rural Marketing System
- Marketing of Consumer durables and Non-durables

REFERENCES

- Industrial Marketing J S Hill
- Rural Marketing T. Gopal Swamy
- Industrial Marketing Reeder & Reeder
- Marketing Management Ramaswamy
- Industrial Marketing Gandhi

- Rural Marketing
- Rural Marketing Management

Shamim Ahmed

MGE411 –MARKETING OF SERVICE

[Total (60+40= 100]

Credit 2

Course objective :-The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspect of services marketing which make it different from good marketing.

UNIT –1

Concept of service and importance
Reasons of growth of service sector
Characteristics of service ,classification of services
Role of services sector in India Economy.

UNIT –2

Strategies for service marketing
Molecular model and Client centered marketing
Gronross Service Marketing Model internal external and interactive marketing
Segmenting Targeting &positioning various services

UNIT –3

Product
Product differentiation
Product level
Pricing of services –pricing concept pricing strategies for services use of differential pricing ,Service distribution ,component of service delivery system ,potential management ,problems associated with retailing of services.

UNIT –4

Promotion –concept for service
Advertising
Sales Promotion & Personal Selling in service industry
People –Importance of people in service marketing
Role of various people involved
Physical evidence –concept of physical Evidence ,importance ,type of Physical evidence in various services
Process –concept type of process Role of process in various services

UNIT –5

Service Quality –concept of service quality.
Gronross model of service quality Conceptual model of service quality
Maqrketing of service –challenges in India
Productivity in srvcies ,Inceas ing productivity.

MGE412 - APPLICATION DEVELOPMENT USING ORACLE

[Total (60+40= 100]

Credit 2

Objective :- The objective of the course is to acquaint the students with the application development using oracle in modern business analysis and management.

UNIT-1

Introduction to Oracle, Data structure, oracle tools, features of oracle, oracle process architecture, oracle file structure. Database architecture, data types in oracle, SQh Plus. (DDL, DML, DCL commands) Referential integrity.

UNIT –2

Data grouping, joining, view, subquery, indexing-synonyms, security- what is privileges,object privileges, Granting object privileges using synonyms. Revoking system privileges using rolls. Oracle utilities (Export & Import).

UNIT –3

PL/SQL—Introduction to PL/SQL , PL/SQL engine, features of PL/SQL. Advantages of PL/SQL PL/SQL Blocks Declaring variables, Declaring constant, nesting blocks, scope & visibility of variables, Labeling the blocks assignment operator available function.

UNIT –4

Oracle functions and operators, creating and generating report using SQL Plus (Specifyng column heading, Char formats, break, compute, T-tille B-Tille page size, line size, pause.)

UNIT –5

Oracle forms- Application development using forms form module, creating a form using form builder, Generating and running a form. Database triggers and their types. Creating and using Triggers.Enabling & Disabling triggers. Dropping- triggers.

REFERENCE

1. Oracle – Ivan Bayruos.
2. Developer 2000 - Ivan Buyross.
3. Forms 5 –
4. Oracle Press (Series)
5. Commercial Application Development using Oracle Developer 2000. – BPB Pub. Delhi.

MGE413 :- INTERNET AND E- COMMERCE

[Total (60+40= 100)]

Credit 2

Objective :-The Objective of the course is to familiarize the internet programming for E-commerce

UNIT-1

Introduction – Internet , Internet Basics ,History of the internet , component of the internet (web server ,client ,protocols) what you can do with the internet .How the internet works. Introduction to the world wide web site. Homepages , search engines , popular search engine. Domain name and addressing ,Telnet internet relay chat (IRC),chatting ,safe chatting rules electronic mail –advantages ,e-mail address and mail box creating &managing web based free e-mail.

UNIT –2

Introduction E-Commerce ,Traditional Commerce an overview electronic commerce Issue associated with E commerce .Comparison between traditional &electronic commerce Broad view of E commerce .The internet hierarchy ,Basic block of E- commerce .Network layer TCP/IP protocols The advantages of internet, security threat and solutions. Message security ,How encryption works. Method of encryption .Fast cryptography , certificate authority ,Enterprise authentication using digital certificate, new security standards for the internet

UNIT –3

Electronic payment scheme layered protocol model for electronic payment a view of internet payment process (how diagram) credit card payment method on internet cyber cash virtual and first virtual scheme secured electronic transaction (SET), joint electronic payment initiatives (JEPI), Electronic checking

Digital cash electronic data interchange(EDI), Implementation difficulties of EDI , working concept , financial EDI and EDI and internet .

UNIT –4

Electronic markets and its classification of E Commerce market , value chain and market space .Role of intermediaries framework of business value evolving with internet E-Commerce business issues consumer oriented business , consumer market. One to one marketing. Consumer demographic ,maintain loyalty gaining acceptance online catalog The pilot catalog are a unique search engine, internet v/s private net software agent institution final market forecaste

UNIT –5

Introduction to HTML ,Introduction to universal resource identifier (URI) fragment identifies relative URI structure of HTMLdocument ,Basic HTML tags ,Font Properties , Hyperlinks & types. Setting background properties bookmarks ,inserting Images ,Image properties ,Inserting and formatting tabs &frames, making forms &setting its actions

REFERENCE

- | | |
|---------------------------------|-----------------------------|
| Computer Network – | Tanne Baum |
| Computer Network – | Ragesh |
| Creating a Winning E- Business- | Napier |
| Data &Network E-Business – | Napier |
| Data &Network Communication – | Miller |
| Internet for everyone – | Leon & leon ,Dr Anjay sinha |

MGE414 - ENTERPRISE RESOURCE PLANNING

[Total (60+40= 100]

Credit 2

Objectives- To make the students able to participate in planning and implementation of advanced enterprise- wide system and technologies in career.

UNIT 1

Evolution at ERP - MRP and MRP 2 to problems of systems needed for system integration and interface , early ERP packages, ERP products and markets , oppertunities and problem in ERP selection and implementation

UNIT -2

ERP implementation ,Identifying ERP benifits ,team formation ,consultant intervention election ERP.Process of ERP implementation ,Managing change in organisation, preparing. It infrastruacter majoring benefits of ERP, integrating with other system , POPT ERP

UNIT 3

Modules in ERP business modules of the ERP packages reengenering concepts , the emergence of the reengenering concepts , concept of the business concept rethinking of the process identification of reengineering, need preparing for reengineering , implementing change , change management BPR & ERP

UNIT 4

Supply change management the concept of value chain differtiation between ERP and SCM, SCM for customer jocus need . specificity of SCM - SCM Scenario in India .Products and markets of SEHL. issues shell. Issues in selection and implementation of SCM of solution

UNIT 5

CRM solution. E. Business Introduction to net technologies. Evolution of E- commerce, EDI and e-business basic and advanced business models of on internet. Internet banking and related technologies security and privacy issues, technologies of e- business future and growth of e-business

REFERENCE

Countdown 2000, tata McGraw Hill by Aleix Leon
ERP ,Lucie Press NY.2000 by Ptak, Carol A .& Eli Schrfagenheim.
Concept in Enterprise Resiurce planning -Monk /Brady

MGS401

Skill Development

Credit 4