

**MASTER OF BUSINESS ADMINISTRATION (F. T.)**

# **COURSE CURRICULUM**



**SEMESTER – THIRD**

**SESSION 2010 – 2011**

**BARKATULLAH UNIVERSITY,  
BHOPAL**

**BARKATULLAH UNIVERSITY, BHOPAL**  
**MBA (FT)-III SEMESTER**  
**(REVISED SYLLABUS)**  
**(NEW) BUSINESS POLICY AND STRATEGIC ANALYSIS**  
**COURSE CODE CP-301**

**Max Marks (Ext. Exam): 80**

**Mm Pass Marks : 32**

**Objective:**

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

**COURSE CONTENTS**

**UNIT-I** Business Policy as a field of Study: General Management Point of View; Vision; Mission, Objectives and Policies;

**UNIT-II** Environmental Analysis and Internal Analysis; SWOT Analysis;

**UNIT-III** Tools and Techniques for Strategic Analysis; Impact Matrix; The Experience Curve; BCG Matrix; GEC Model. II

**UNIT-IV** Industry Analysis; Concept of Value Chain;

**UNIT-V** Framework for Analyzing Competition; Competitive Advantage of a Firm.

**SCHEME OF EXAMINATION;**

Total Marks: (Internal 20, External 80) = 100 Marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A. (Short Answers) 4 Out of 8 4×8= 32 Marks

Sec. B (Essay type & case) 3 Out of 5 3×16=48 Marks

**SUGGESTED READINGS :**

1. Ansoff, H Igor, Implanting Strategic Management Englewood cliffs, New Jersey, Prentice Hall Inc., 1984
2. Budhiraja; S B and Athereya, M B. Cases in Strategic Management New Delhi, Tata MaGraw Hill, 1986
3. Christensen, C. R. etc. Business Pokicy; Text and Cases, 6th ed., Homewood Illinois, Richard D. Irwin, 1987
4. Glueck, Willam F. Strategic Management and Business Po.icy, 3ft1 ed New York, McGraw Hill, 1988
5. Hax, A C and Majluf, NS. Strategic Management Englewood Chiffs, New Jersey, Prentice Hall Inc. , 1984
6. Hamel, G and Prahlad, C. K. Competing for the Future Boston, Harvard Business School Press, 1994
7. Peters, Tom. Business School in a Box New York, Macmillan, 1995 8. S.Lomesh & P.K. ishra, Business Policy & Strategic Management, Vikas Pub. House.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

# **DECISION SUPPORT SYSTEMS AND MANAGEMENT INFORMATION SYSTEM**

**COURSE NO. CP: 302**

Max. Marks (Ext. Exam): 80  
Min. Pass Marks : 32

## **OBJECTIVES:**

**The objective of the courses to develop the basic understanding of the decision support system of the artificial intelligence for business organisation.**

## **COURSE CONTENTS :**

- Unit – I      Management Information System: basics; System Concepts; System entropy; Subsystems – basics, decomposition / simplification; System types; Value of Information.**
- Unit – II      Frame works – major trends and applications of information technology; System Analysis & Design: Systems Development Methodologies – SDLC & Prototype approach, Case Study.**
- Unit – III     Managerial Decision Making : Decision basics; Decision types; Certainty, Uncertainty, Risk-taking, Decision making process; Problem solving techniques; DSS Overview.**
- Unit – IV     DSS – relevance/scope/characteristics/capabilities/components; DSS v/s MIS; DBMS : Sources of data – data file/database environment; data models – relevance of relational data base design in DSS.**
- Unit – V      Dialog generation system : User interface – graphics, menus, forms; DSS generators; DSS development : steps in designing/identification of decision/, building of DSS/implementation/performance testing.**

## **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

## **PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks.

## **SUGGESTED READINGS :**

1. Keen, Peter G. W. : Decision Support System an Organisational Perspective Addison-Wesley Pub.
2. Theierauff, Robert J. Decision Support System for- effective planning – Prentice Hall- 1982
3. Krober, Donald W., and Hugh. J. Watson Computer Based Information System New York, 1984
4. DavisL, Michael W. A management approach- Macmillan Publishing Company, Prantice Hall, New Jersey, 1988
5. Andrew P. Decision Support System Enginnering Sage, John Wiley & Sons, New York, 1991
6. Leod, Raymond Me JR Management information systems – Macmillan Publishing Company, New York – 5<sup>th</sup> Edition- 1993
7. Turban, Efrain Decision Support & Expert Systems – Management Perspective – Macmillan Publishing Company, New York, 1988

# **BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**

Course No. CP - 303

Max. Marks (Ext. Exam) : 80

Min. Pass Marks : 32

## **Objectives:**

The course is designed to develop the value system among the future managers and aimed at equipping the students with the importance of business ethics in business organizations.

## **Course Contents:**

- Unit – I Business Organisations, objectives, Formation & Functions of Business organization, Joint stock company – Types, promotion, incorporation, commencement of business, prospectus & issue of shares & debentures, share capital, Calls & forfeiture, borrowing powers, sources of finance and Limited Liability Partnership.
- Unit – II **Ethics and Organizations** : Business Ethics, Its meaning objectives and importance, Ethical Development & Challenges; The Rational Organisation; Employee Obligations to the Organisations; Broader Ethical Issues in Society – Corruption and Bribery; Cheating the Share Holders and Stake Holders; String Operations.
- Unit – III **Managing Ethics** : Key Organisational Factors Associated with Ethics Compliance; Codes; Training Programmes; Committees; Laws Enforcing Ethical Conduct; Intellectual Property Rights; Designs; Patents; Trade Marks; Copyrights.
- Unit – IV **Corporate Social Responsibility** : Business and Ethical Responsibility; Changing Expectations of Social Responsibility; Managerial Ethics; The Faces of Social Responsibility; Concept of Corporate Social Responsibility (CSR); Ethics and Global Business.
- Unit – V **Indianism and Indian Management** : Core Concepts; Development; Indianism as Mantra of Infinity and Diversity; Ethical Problems; Moral Principles for a Manager.

## **SCHEME OF EXAMINATION:**

**Total Marks:** (Internal 20, External 80) = 100 Marks

## **PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers)	4 out of 8	4x8 = 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3x16 = 48 Marks.

## **Suggested Readings:**

1. Murthy, C.S.V., Business Ethics, Himalaya Publishing House, 2006.
2. Velasquez, G. Manuel, Business Ethics, Pearson Education, 2006.
3. R.K. Sharma & Shashi K. Gupta, Business Organisation, Kalyani Publication, New Delhi.
4. Chhabra Ankur, A Text book of Business Organisation, Sun India Publication, New Delhi.
5. Mukti Mishra, Ronald D. Francis, Business Ethics, McGraw Hills, 2009.

6. A.B. Rao, Business Ethics, Excel Book, 2006.
7. Badi, R.V. & Badi N. V., Business Ethics, Vrinda Publication Pvt. Ltd., 2008.

## **Summer Training Report & Viva-Voce**

**Course No. CP - 304**

**Max. Marks (Ext. Exam) : 80**

**Min. Pass Marks : 32**

**MASTER OF BUSINESS ADMINISTRATION (F – T)**

# **COURSE CURRICULUM**



**SEMESTER – THIRD**

**SPECIALIZATION - MARKETING**

**SESSION 2010 – 2011**

**BARKATULLAH UNIVERSITY,  
BHOPAL**

# CONSUMER BEHAVIOUR

COURSE NO. FSM – 1

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

## OBJECTIVES:

**The basic objective of this course is to develop and understanding about the consumer decision-making process and its applications in marketing function of firms.**

## COURSE CONTENTS :

- Unit – I** Introduction to Consumer Behaviour; Consumer Behaviour and Marketing Strategy; Consumer Involvement and Decision-Making.
- Unit – II** Information Search Process; Evaluative Criteria and Decision Rules; Consumer Motivation; Information Processing and Consumer Perception.
- Unit – III** Consumer Attitude Change; Influence of Personality and Self Concept on Buying Behaviour;
- Unit – IV** Psychographics and Lifestyle; Reference Group Influence; Diffusion of Innovation and Opinion Leadership Family Decision-Making.
- Unit – V** Industrial Buying Behaviour; Models of Consumer Behaviour; Consumer Behaviour Audit; Consumer Behaviour Studies in India.

## SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

## PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks.

## SUGGESTED READINGS:

1. Assael, H. Consumer Behaviour and Marketing Action, Ohio, South Western, 1995.
2. Engle, J F. etc. Consumer Behaviour, Chicago, Dryden Press, 1993.
3. Howard, John A. etc. Consumer Behaviour in Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1989.
4. Hawkins, D I. Etc. Consumer Behaviour; Implications for Marketing Strategy, Texas, Business, 1995.
5. Mowen, John C. Consumer Behaviour, New York, MacMillan, 1993.
6. Schiffman, L G and Kanuk, L L. Consumer Behaviour, New Delhi, Prentice Hall of India, 1994.

**The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.**



# ADVERTISING MANAGEMENT

COURSE NO. FSM – 2

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

## OBJECTIVES:

**The aim of the paper is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising programme.**

## COURSE CONTENTS :

- Unit – I** Advertising's Role in the Marketing Process; Legal Ethical and Social Aspects of Advertising; Process of Communication – Wilbur Schramm's Model, Two Step Flow of Communication.
- Unit – II** Theory of Cognitive Dissonance and Clues of Advertising Strategists: Stimulation of Primary and Selective Demand – Objective Setting and Market Positioning; Dagmar Approach – Determination of Target Audience.
- Unit – III** Building of Advertising Programme – Message, Headlines, Copy, Logo, Illustration, Appeal, Layout; Campaign Planning; Media Planning; Budgeting.
- Unit – IV** Evaluation – Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs; Advertising Organisation – Selection Compensation and Appraisal of an Agency; Electronic Media Buying. Advertising campaign
- Unit – V** Advertising V/s Consumer behaviour; Sales Promotion – Role of Creative Strategies. Advertising – Retail, National, Cooperative, Political, International, Public Service Advertising.

## SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

## PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks.

## SUGGESTED READINGS :

1. Aaker, David A. etc. Advertising Management, 4<sup>th</sup> ed. New Delhi, prentice Hall of India, 1985.
2. Beleh, George E. and Beleh, Michael A. Introduction to Advertising and Promotion 3<sup>rd</sup> ed. Chicago, Irwin, 1995.
3. Borden, William H. Advertising New York, John Wiley, 1981.
4. Hard, Norman the practice Oxford, Butterworth Heinemann, 1995
5. . Kleppner, Otto. Advertising procedure. New J Englewood Cliffs, New Jersey, Prentice Hall Inc., 1986
6. Ogilvy, David Ogilvy on Advertising London, Longman, 1983.
7. Sengupta, Subroto, Brand Positioning, Strategies for Competitive Advantages, New Delhi, Tata McGraw Hill, 1990.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

# SALES AND DISTRIBUTION MANAGEMENT

COURSE NO. FSM – 3

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

## OBJECTIVES:

**The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organising and managing sales force and marketing channels.**

## COURSE CONTENTS :

- Unit – I** Nature and Scope of Sales Management; Setting and Formulating Personal Selling Objectives; Recruiting and Selecting Sales Personnel.
- Unit – II** Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans; Motivating Sales Personnel.
- Unit – III** Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Developing and Managing Sales Evaluation Programme; Sales Cost and Cost Analysis.
- Unit – IV** An Overview of Marketing Channels, their Structure, Functions and Relationships; Channel Intermediaries – Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organisational Patterns in Marketing Channels; Managing Marketing Channels.
- Unit – V** Information System and Channel Management; Assessing Performance of Marketing Channels; International Marketing Channels.

## SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

## PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks.

## SUGGESTED READINGS :

1. Anderson, R. Professional Sales Management! Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992
2. Anderson, R. Professional Personnel Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992
3. Buskirk, R H and Stanton, W J Management of Sales Force. Homewood Illinois, Richard D. Irwin, 1983
4. Dairymple, D J Sales Management; Concepts and Cases, New York, John Wiley, 1989
5. Johnson, EM etc. Sales Management: Concepts, Practices and Cases, New York, McGraw Hill, 1986
6. Stanton, William J etc Management of a Sales Force, Chicago, Irwin, 1995
7. Still, R. R. Sales Management, Englewood Cliffs, New Jersey, Prentice Hall, Inc., 1988

**The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.**

# INTERNATIONAL MARKETING

**COURSE NO. FSM – 4**

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

## **OBJECTIVES:**

**The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of international marketing.**

## **COURSE CONTENTS :**

**UNIT-I** International Marketing – Definition, Concept And Setting; Distinctions between International Trade, Marketing and Business; Economic Environment of International Marketing; International Institutions – World Bank, IMF, UNCTAD, WTO, Customs Union, Common Markets, Free Trade Zones, Economic Communities.

**UNIT-II** Constraints on International Marketing – Fiscal and Non-fiscal Barriers, Non-tariff Barriers; Trading Partners – Bilateral Trade Agreements, Commodity Agreements and GSP.

**UNIT-III** India and World Trade, Import and Export Policy, Direction and Quantum of India's Exports; Institutional Infrastructure for Export Promotion; Export Promotion Councils, Public Sector Trading Agencies, ECGC, Commodity Boards etc.

**UNIT-IV** Procedure and Documents – Registration of Exporters, Export Quotations, Production and Clearance of Goods for Exports, Shipping and Transportation, Insurance, Negotiation of Documents; Instruments Of Payments – Open Account, Bills of Exchange; Letter Of Credit – Export Finance.

**UNIT-V** International Marketing Mix – Identification of Markets, Product Policy, International Product Life Cycle Promotion Strategy, Pricing Strategy and Distribution Strategy; Various Forms of International Business; Marketing of Joint Ventures and Turnkey Projects.

## **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

## **PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers) 4 out of 8 4 x 8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3 x 16 = 48 Marks.

## **SUGGESTED READINGS :**

1. Bhattacharya, B. Export Marketing: Strategies for Success, New Delhi, Global Business Press, 1991.
  2. Johri, Lalit M. International Marketing: Strategies for Success. University of Delhi, Faculty of Management Studies, 1980.
  3. Keegan, Warren. Global Marketing Management. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1995.
  4. Onkvisit, Sak and Shaw. J.J. International Marketing; Analysis and Strategy. New Delhi, Prentice Hall of India, 1995.
  5. Pripalomi, V.H. International Marketing. Prentice Hall.
  6. Terpstra, Vern and Sarathy, R. International Marketing. Orlando, Dryden Press, 1991.
  7. Walter, I and Murray, T. Handbook of International Business, New York, John Wiley, 1988.
- The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

**MASTER OF BUSINESS ADMINISTRATION (F – T)**

# **COURSE CURRICULUM**



## **SEMESTER – THIRD**

**HUMAN RESOURCE MANAGEMENT**

**SESSION 2010 – 2011**

**BARKATULLAH UNIVERSITY,  
BHOPAL**

# MANAGEMENT OF INDUSTRIAL RELATIONS

**COURSE NO. FSO – 1**

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

## **OBJECTIVES :**

**Organisational efficiency and performance are intricately interlinked with industrial relations. This course is an attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels.**

## **COURSE CONTENTS :**

- UNIT-I** Industrial Relations Perspectives; Industrial Relations and The Emerging Socio-economic Scenario; Industrial Relations and the State.
- UNIT-II** Legal Framework of Industrial Relations; Role and Future of Trade Unions; Trade Union and the Employee; Trade Union and The Management.
- UNIT-III** Discipline and Grievance Management; Negotiation and Collective Settlements.
- UNIT-IV** Participative management and Co-ownership; Productive Bargaining and Gain Sharing.
- UNIT-V** Employee empowerment and Quality Management; Industrial Relations and Technological Change.

## **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

## **PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers) 4 out of 8 4 x 8 = 32 Marks.  
Sec. B: (Essay type & case) 3 out of 5 3 x 16 = 48 Marks.

## **SUGGESTED READINGS :**

1. Kochan, T.A. & Katz Henry, 'Collective Bargaining and Industrial Relations', 2<sup>nd</sup> ed. Homewood, Illinois, Richard D Irish, 1988
2. Mamkoottam, K, 'Trade Unionism, Myth and Reality', New Delhi, Oxford University Press, 1982
3. Niland J R etc. 'The Future of Industrial Relations', New Delhi, Sage, 1994.4
4. Papola, T S & Rodgers, G. 'Labour Institutions and Economic Development in India', Geneva, ILO, 1992
5. Ramaswamy, E A, 'The Rayon Spinners The Strategic Management of Industrial Relations', New Delhi, Oxford University Press, 1994
6. Virmani, B. R., 'Participative Management vs. Collective Bargaining', New Delhi, Vision Books, 1988.
7. Webb. Sidney & Webb., Beatrice, 'Industrial Democracy', Melbourne, Longman, 1987

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

# **MANAGEMENT TRAINING AND DEVELOPMENT**

**COURSE NO. FSO – 2**

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

## **OBJECTIVES :**

**The purpose of this paper is to provide an in-depth understanding of the role of Training in the HRD, and to enable the course participants to manage the Training systems and processes.**

## **COURSE CONTENTS :**

- UNIT-I** Training Process – an overview; Role, Responsibilities and Challenges to Training Managers.
- UNIT-II** Organization and Management of Training Function; Training Needs Assessment and Action Research.
- UNIT-III** Instructional Objectives and Lesson Planning; Learning Process; Training Climate and Pedagogy.
- UNIT-IV** Developing Training Modules; Training Methods and Techniques; Facilities Planning and Training Aids; Training Communication.
- UNIT-V** Training Evaluation; Training and Development in India.

## **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

## **PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers) 4 out of 8 4 x 8 = 32 Marks.  
Sec. B: (Essay type & case) 3 out of 5 3 x 16 = 48 Marks.

## **SUGGESTED READINGS :**

1. Beunet, Roger ed., 'Improving Training Effectiveness', Aldershot, Gower, 1988
2. Buckley R & Caple. Jim. 'The Theory & Practice of Training'. London, Kogan & Page, 1995
3. Lynton, R Pareek, U., 'Training for Development'. 2<sup>nd</sup> ed. New Delhi, Vistaar, 1990
4. Pepper, Allan D., 'Managing the Training and Development Function'. Aldershot, Gower, 1984
5. Rae, L., 'How to Measure Training Effectiveness', Aldershot, Gower, 1986
6. Reid, M A etc., 'Training Interventions: Managing Employee Development'. 3<sup>rd</sup> ed. London, IPM, 1992
7. Senge, P., 'The Fifth Discipline: The Art and Practice of the Learning Organization'. London, Century, 1992

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

# **HUMAN RESOURCE PLANNING AND DEVELOPMENT**

**COURSE NO. FSO – 3**

Max. Marks (Ext. Exam) :80

Min. Pass Marks : 32

## **OBJECTIVES :**

**The objective of this paper is to develop a conceptual as well as a practical understanding of Human Resource Planning, Deployment and Development in organizations.**

## **COURSE CONTENTS :**

- UNIT-I** Macro Level Manpower Planning and Labour Market Analysis; Organisational Human Resource Planning; Stock Taking.
- UNIT-II** Work Force Flow Mapping; Age and Grade Distribution Mapping; Models and Techniques of Manpower Demand and Supply Forecasting.
- UNIT-III** Behavioural Factors in Human Resource Planning – Wastage Analysis; Retention; Redeployment and Exit Strategies; Career Management and Career Planning.
- UNIT-IV** Performance Planning; Potential Appraisal and Career Development; HRD Climate; Culture; QWL and Management of Change.
- UNIT-V** TQM and HRD Strategies; HRD in Strategic Organisations; Human Resource information System; Human Resource Valuation and Accounting.

## **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

## **PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks.

## **SUGGESTED READINGS :**

1. Arthur, M., 'Career Theory Handbook'. Englewood Cliff, Prentice Hall inc., 1991
2. Belkaoui, A R and Belkaoui, J M., 'Human Resource Valuation: A Guide to Strategies and Techniques', Greenwood, Quorum Books, 1995
3. Dale, B., 'Total Quality and Human Resources: An Executive Guide'. Oxford, Blackwell, 1992
4. Greenhaus, J H., 'Career Management', New York, Dryden, 1987
5. Kavanagh, M J etc., 'Human Resource Information System: Development and Applications'. Boston, PWS-Kent, 1993.
6. Mabey, C and Salama, G., 'Strategic Human Resource Management'. Oxford, Blackwell, 1995
7. Thomson, R and Mabey, C., 'Developing Human Resources'. Oxford, Butterworth-Heinemann, 1994





**MASTER OF BUSINESS ADMINISTRATION (F – T)**

# **COURSE CURRICULUM**



**SEMESTER – THIRD**

**SPECIALIZATION - FINANCE**

**SESSION 2010 – 2011**

**BARKATULLAH UNIVERSITY,  
BHOPAL**

# SECURITY ANALYSIS AND INVESTMENT MANAGEMENT

COURSE NO. FSF – 1

Max. Marks (Ext. Exam) : 80

Min. Pass Marks : 32

## **OBJECTIVES :**

**The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and Investment Decision Making Process.**

### ***COURSE CONTENTS:***

- UNIT-I** Investment – Return and Risk; Operations of Indian Stock Market; New Issue Market; Listing of Securities; Cost of Investing in Securities.
- UNIT-II** Mechanics of Investing; Markets and Brokers; Investment Companies; Market Indices and Return
- UNIT-III** Security Credit Ratings; Objectives of Security Analysis; Investment Alternatives; Valuation Theories of Fixed and Variable income Securities; The Return to Risk and the Investment Decision.
- UNIT-IV** Government Securities; Non-Security Forms of Investment; Real Estate Investment; Investment Instruments of the Money Market.
- UNIT-V** Stock Market Analysis – Fundamental and Technical Approach, Efficient Market Theory; Recent Developments in the Indian Stock Market.

## **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

## **PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers) 4 out of 8 4 x 8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3 x 16 = 48 Marks.

## **SUGGESTED READINGS :**

1. Amling, Frederic. Investment, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1983
2. Bhalla, V K Investment Management: Security Analysis and Portfolio Management., 8<sup>th</sup> ed. New Delhi, S Chand, 2001
3. Fischer, Donald E. and Jordan, Ronald J. Security Analysis and Portfolio Management. 6<sup>th</sup> ed. New Delhi Prentice Hall of India, 1995
4. Fuller, Russell J. and Farrell, James L. Modern investment and Security Analysis. New York, McGraw Hill, 1993.
5. Haugen, Robert H. modern Investment Theory. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1987
6. Huang, Stanley S C and Randall, Maury R. Investment Analysis and Management. London, Allyn and Bacon, London, 1987
7. Sharpe, William F. etc Investment. New Delhi, Prentice Hall of India, 1997

**The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.**

# INTERNATIONAL FINANCIAL MANAGEMENT

**COURSE NO. FSF – 2**

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

## **OBJECTIVES:**

**The objective of this course is to give students an overall view of the international financial system and how multinational corporations operate.**

## **COURSE CONTENTS :**

**UNIT-I** Multinational Financial Management – an overview; Evolution of the International Monetary and Financial System.

**UNIT-II** Managing short-term assets and liabilities; Long-run Investment Decisions, The Foreign Investment Decision; Political Risk Management.

**UNIT-III** Multinational Capital Budgeting, Application and Interpretation.

**UNIT-IV** Cost of Capital and Capital Structure of the Multinational Firm. Dividend Policy of the Multinational Firm.

**UNIT-V** Country Risk Analysis; Long-term Financing. Foreign Exchange Market.

## **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

## **PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers) 4 out of 8 4 x 8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3 x 16 = 48 Marks.

## **SUGGESTED READINGS :**

1. Abdullah, F A Financial Management for the Multinational Firm. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1987
2. Bhalla, V K International Financial Management 2<sup>nd</sup> ed. New Delhi, Anmol, 2001
3. Buckley, Adrian. Multinational Finance. New York, Prentice Hall Inc., 1996
4. Kim, Suk and Kim, Seung. Global Corporate Finance: Text and Cases. 2<sup>nd</sup> ed. Miami Florida, Kolb, 1993
5. Shapiro, Alan C. Multinational Financial Management, New Delhi, Prentice Hall of India, 1995

**The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.**

# MANAGEMENT OF FINANCIAL SERVICES

**COURSE NO. FSF – 3**

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

## **OBJECTIVES :**

**The main objective of this course is to help students to learn the various financial services and their role in the overall financial system.**

## **COURSE CONTENTS :**

**UNIT-I** Financial System and Markets: Concept, Nature and Scope of Financial Services; Regulatory Framework for Financial Services.

**UNIT-II** Management of Risk in Financial Services; Stock Exchange Operations; Mutual Funds; Merchant Banking Services.

**UNIT-III** Managing of issue shares and bonds-Mobilising of Fixed Deposits-Inter-Corporate Loans-

**UNIT-IV** Other Financial services- Leasing and Hire Purchase; Debt Securitization; Housing Finance, Credit Rating; Credit Cards.

**UNIT-V** Banking and Insurance; Venture Capital, Factoring for Failing and Bill Discounting, Insurance;

## **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

## **PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks.

## **SUGGESTED READINGS :**

1. Bhalla, V.K. Management of Financial Services, Anmol, New Delhi, 2001
2. Bhalla, V K And Dilbag, Singh International Financial Centres, New Delhi, Anmol, 1997
3. Ennew, C, Trevor Watkins & Mike Wright: Marketing of Financial Services, Heinemann Professional Publ., 1990
4. Gordan, E and K. Natarajan Emerging Scenario of Financial Services, Himalaya Publishing House, 1997
5. Meidan, Arthur Brennet, M. Option Pricing: Theory & Applications, Toronto, Lexington Books, 1983
6. Kim, Suk and Kim, Seung, Global Corporate Finance: Text and Cases, 2<sup>nd</sup> ed., Miami Florida, Kolb, 1993

**The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.**

**BARKATULLAH UNIVERSITY, BHOPAL**  
**MBA (FT)-III SEMESTER**  
**(REVISED SYLLABUS)**  
**CORPORATE TAXATION**  
**COURSE NO. FSF-4**

**Max. Marks (Ext. Exam): 80**

**Min. Pass Marks : 32**

**OBJECTIVES:**

The objective of this course is to acquaint the participant with the implications of tax structure and corporate profit planning in operational as well as strategic terms.

**COURSE CONTENTS:**

**UNIT-I** Basic Concepts of Income Tax; Residential status of a Company; Computation of Income. Set off and Carry forward of Losses, Minimum Alternative Tax (MAT), Alternative Minimum Tax (AMT).

**UNIT-II** Computation of Tax Liability; Dividend distribution tax. Meaning and Scope of Tax Planning and Location of Undertaking.

**UNIT-III** Tax Planning Regarding Dividends Policy, Issue of Bonus Shares, Inter Corporate Dividends.

**UNIT-IV** Tax Planning Relating to Amalgamation and Merger of Companies.

**UNIT-V** Tax Considerations in respect of Specific Managerial Decision like Make or Buy, Own or Lease, Close or Continue, etc.

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 1 00 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers) 4 out of 8  $4 \times 8 = 32$  Marks.

Sec. B: (Essay type & case) 3 out of 5  $3 \times 16 = 48$  Marks.

**SUGGESTED READINGS:**

1. Ahuja, G K & Gupta, Ravi Systematic Approach to income Tax. Allahabad, Bharat Law House, 1999
2. Kyengar, A.C. Sampat law of Income Tax. Allahabad, Bharat Law House, 1981.
3. Kanga, J B and Palkhivala, N A Income Tax. Bombay, Vol. 1.3, N M Tripathi.
4. Ranina, H P Corporate Taxation: A Handbook. 2' ed., New Delhi, Oriental Law House, 1985
5. Singhania, V K Direct Taxes: Law and Practice. Delhi, Taxman, 1991.
6. Srinivas, E A Handbook of Corporate Tax Planning. New Delhi, Tata McGraw Hill, 1986.