

# CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI (C.G.)



## SYLLABUS

[EFFECTIVE FROM THE SESSION: 2011-2012]

MASTERS OF BUSINESS ADMINISTRATION (PART TIME)

II<sup>nd</sup> SEMESTER



# CHHATTISGARH SWAMI VIVEKANANDA TECHNICAL UNIVERSITY

## MBA SEMESTER II (PART TIME)

| Sl. No.      | Board of Studies | Subject Code | Subject                             | Periods Per Week |          |          | Scheme of Examination |           |           | Total Marks | Credits   |
|--------------|------------------|--------------|-------------------------------------|------------------|----------|----------|-----------------------|-----------|-----------|-------------|-----------|
|              |                  |              |                                     | L                | T        | P        | ESE                   | CT        | TA        |             |           |
| 1            | Mgmt.            | 676211(76)   | Research Methodology (New)          | 3                | 1        | 0        | 80                    | 10        | 10        | 100         | 4         |
| 3            | Mgmt.            | 676212(76)   | Marketing Management (New)          | 3                | 1        | 0        | 80                    | 10        | 10        | 100         | 4         |
| 3            | Mgmt.            | 676213(76)   | Advanced Financial Management (New) | 3                | 1        | 0        | 80                    | 10        | 10        | 100         | 4         |
| 4            | Mgmt.            | 676214(76)   | Human Resource Management (New)     | 3                | 1        | 0        | 80                    | 10        | 10        | 100         | 4         |
| 5            | Mgmt.            | 676215(76)   | Materials Management (New)          | 3                | 1        | 0        | 80                    | 10        | 10        | 100         | 4         |
| <b>Total</b> |                  |              |                                     | <b>15</b>        | <b>5</b> | <b>0</b> | <b>400</b>            | <b>50</b> | <b>50</b> | <b>500</b>  | <b>20</b> |

L – Lecture, T- Tutorial; ESE – End Semester Examination, CT – Class, Test, TA – Teacher’s Assessment

# CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

**MBA SEM II                    676211(76): RESEARCH METHODOLOGY (New)**  
**CREDITS: 4                    LECTURE SCHEME: (L-3; T-1; P-0)                    Min. No. of CTs: 2**

## OBJECTIVES

The objective of this course is to equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of managerial decision making.

## COURSE CONTENTS

|                 |   |
|-----------------|---|
| <b>UNIT I</b>   | ⇒ Introduction: Concept, Types of Research, Characteristics of Good Research; Research Process; Problem Identification, Formulation of Business Research Objectives.  |
| <b>UNIT II</b>  | ⇒ Research Designs: Exploratory, Descriptive and Causal Research Designs.<br>⇒ Methods of Data Collection: Secondary data and Qualitative research; Survey and Observation methods; Motivation Research and Projective Techniques.  |
| <b>UNIT III</b> | ⇒ Sampling Design: Fundamentals of Sampling Design, Non-probability and Probability Sampling, <u>Sample Size Determination</u> , Reliability and Validity.<br>⇒ Questionnaire Design: Techniques and Precautions; Measurement and Scaling Techniques: Types of Data; Rating Scale and Ranking Scales.<br>⇒ Data Collection and Preparation: Primary and Secondary Sources of data; Data Tabulation, Editing and Coding. |
| <b>UNIT IV</b>  | ⇒ Summarizing the Data: Mean, Median, Mode and Standard Deviation<br>⇒ Data Analysis Techniques: Univariate and Bivariate Analysis (Chi Square, ANOVA, Sign test); Multivariate Analysis (Discriminant Analysis, Cluster Analysis, Factor Analysis, Multiple Linear Regression).  |
| <b>UNIT V</b>   | ⇒ Interpretation and Report Writing: Data Interpretation, Techniques of Interpretation, Steps in Writing Report, Generic layout of a Research Report<br>⇒ Application of Research in the Functional Areas of Management: Marketing, Production, HR and Finance.   |

*The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.*

## TEXT BOOKS

- C.R.Kothari: Research Methodology, New Age International Publishers
- Cooper and Schindler: Business Research Methods, TMH

## REFERENCE BOOKS

- Gupta S. P. and Gupta, M. P., Business Statistics, Sultan Chand and Sons, New Delhi, 1997.
- Sancheti S. C. and Kapoor, V. K, Statistics - Theory Methods and Applications, Sultan Chand and sons, New Delhi.
- Zeikmukund, Business Research Methods, Drden Press.
- Rajendra Nargundkar : Marketing Research
- Naresh Kumar Malhotra: Marketing Research

# CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

**MBA SEM II                    676212(76): MARKETING MANAGEMENT (New)**  
**CREDITS: 4                    LECTURE SCHEME: (L-3; T-1; P-0)                    Min. No. of CTs: 2**

## OBJECTIVES

The objective of this course is to develop an understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

## COURSE CONTENTS

|                 |  |
|-----------------|--|
| <b>UNIT I</b>   | ⇒ Introduction to Marketing: Meaning, nature and scope of marketing; Marketing philosophies; Marketing management process; Concept of marketing mix.   |
| <b>UNIT II</b>  | ⇒ Market Analysis Research: Understanding marketing environment; Consumer and Industrial buyer behavior; Market measurement; Market segmentation, selection and positioning.   |
| <b>UNIT III</b> | ⇒ Product Planning and Pricing: Product concept; Types of products; Major product decisions; Brand management; Product life cycle, New product development process; Pricing decisions; Determinants of price; Pricing process, policies and strategies.  |
| <b>UNIT IV</b>  | ⇒ Promotion and Distribution decisions: Communication process; Promotion tools: Advertising, personal selling, publicity and sales promotion; Distribution channel decisions: Types and functions of intermediaries, Selection and management of intermediaries; Logistics decisions: Introduction to Inventory management, warehousing, transportation and insurance. |
| <b>UNIT V</b>   | ⇒ Marketing Organization and Control; Emerging trends and issues in marketing: Consumerism, Social marketing; Direct and online marketing; Green Marketing, Service Marketing and brand management. Building customer satisfaction, value and retention.   |

*The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.*

## TEXT BOOKS

- Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileswar Jha; "Marketing Management – A South Asian Perspective", Pearson Education India Limited, New Delhi, 13<sup>th</sup> Ed., 2009.
- Ramaswamy, V.K. & Namakumari; "Marketing Management: Indian Context", McMillan, 1995, 2nd Ed.

## REFERENCE BOOKS

- Rajan Saxena; "Marketing Management", Tata McGraw Hill, 3rd Ed., 2006.
- S.N. Sontaki; "Marketing Management," Kalyani Publication.
- Berman, "Marketing in 21st Century, 8th Edition, Wiley Publication
- Dan Lacobucci, Dr.Avinash Kapoor; "MM-4LTR series" Cengage Learning, India Edition

## REFERENCE JOURNALS

- Journal of Marketing, Vikalpa, IIMB Management Review, Decision, Harvard Business Review, MIT Sloan Management Review, Journal of Marketing, Journal of Marketing Research

# CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

**MBA SEM II                    676213(76): ADVANCED FINANCIAL MANAGEMENT (New)**

**CREDITS: 4                    LECTURE SCHEME: (L-3; T-1; P-0)                    Min. No. of CTs: 2**

## OBJECTIVES

The objective of this course is to acquaint the students with the broad framework of financial decision making in a business unit.

## COURSE CONTENTS

|                 |   |
|-----------------|---|
| <b>UNIT I</b>   | ⇒ Financial Management: Nature and objectives, profit maximization v/s wealth maximization, finance functions, time value of money (discounting and compounding techniques).                        |
| <b>UNIT II</b>  | ⇒ Cost of different sources of raising capital, weighted average cost of capital.<br>⇒ Types of dividend policy, dividend theories dividend practices in India.                                     |
| <b>UNIT III</b> | ⇒ Capital Structure: Factors determining capital structure, approaches and theories<br>⇒ Operating and Financial leverages: Impact, trading on equity   |
| <b>UNIT IV</b>  | ⇒ Budget: Concept and Types, Budgetary Control, Capital budgeting, Zero based budgeting.<br>⇒ Ratio analysis: Liquidity, profitability and solvency. Analysis of Fund flow and cash flow statement. |
| <b>UNIT V</b>   | ⇒ Management of working capital: Concept of working capital, need and factors influencing, estimation of working capital, inventory and receivables management, management of cash.                 |

*The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.*

## TEXT BOOKS

- V.K. Bhalla, Financial Management and Policy. 2<sup>nd</sup> Edition, New Delhi, Anmol, 1998

## SUGGESTED READINGS

- Hampton , john . Financial Decision Making. Englewood Cliffs, New Jersey, Prentice Hall Inc.
- Van Horne, James C. Financial Management and Policy , New Delhi, Prentice Hall of India.
- Winger, Bornard and Mohan, Nancy, Principles of Financial Management, New York, Macmillan Publishing Company.
- I.M. Pandey, Financial Management Vikas Pub. House, New Delhi.
- P. Chandra, Financial Management, TMH, New Delhi .
- S.C. Kuchhal, Financial Management, Chaityna Publishing House, Aligarh.
- R.M. Srivastava, Financial Decision Making, Himaylaya Publishing House, Mumbai.

# CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

**MBA SEM II                    676214(76): HUMAN RESOURCE MANAGEMENT (New)**

**CREDITS: 4                    LECTURE SCHEME: (L-3; T-1; P-0)                    Min. No. of CTs: 2**

## OBJECTIVES

The objective of this course is to acquaint students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management

## COURSE CONTENTS

|                 |  |
|-----------------|--|
| <b>UNIT I</b>   | ⇒ Concepts and Perspectives on Human Resource Management; Evolution and Philosophy of Human Resource Management; challenges in changing environment.   |
| <b>UNIT II</b>  | ⇒ Human Resource Policy; Human Resource Planning<br>⇒ Job Analysis: Methods, Job description, Job specification, etc.  |
| <b>UNIT III</b> | ⇒ Human Resources Recruitment and Selection, Placement, and Socialization (Induction and Orientation)<br>⇒ Manpower Training and Development, Performance Appraisal and Potential Evaluation; Compensation Management and Job Evaluation |
| <b>UNIT IV</b>  | ⇒ Quality of work life; Work life balance; Work Stress & Counseling; Mentoring; Employee Welfare; Employee Empowerment; Employee Engagement<br>⇒ Ethics, Justice and Fair Treatment in HR Management;                                    |
| <b>UNIT V</b>   | ⇒ Strategic Human Resource Management; HR Audit; HR Balanced Scorecard;<br>⇒ New Approaches in HRM   |

*The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.*

## TEXT BOOKS

- Dessler Gary; Human Resource Management, Pearson Education, 13th Edition, 2008

## REFERENCE BOOKS

- Aswathppa, Human Resource Management: Text and Cases, 2008
- Gomez-Mejia, L.R. Balkin, D.B., & Cardy, R. L. Managing Human Resource Management 5th edition. Pearson Edu. 2005.

## SUGGESTED READINGS

- Fisher, Schoenfeldt and Shaw; Human Resource Management, 4th Edition, Houghton Mifflin, Boston, 1999.
- Leap, Terry L., and Micheal D. Crino; Personnel/ Human Resource Management, MacMillan, New York, 1990.
- Teboul, James; Managing Quality Dynamics, Prentice Hall, New Jersey, 1991.
- De Cenzo, D. A. and Robbins, S. P., Human Resource Management, 5th ed., John Wiley, 1994.
- Monappa, A. and Saiyadain, M., Personnel Management, Tata McGraw-Hill, New Delhi, 1966.
- Sinha, D. P. Aligning Human Resource Systems, Tata McGraw-Hill, New Delhi, 1996.

# CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

**MBA SEM II                    676215(76): MATERIALS MANAGEMENT (New)**  
**CREDITS: 4                    LECTURE SCHEME: (L-3; T-0; P-0)                    Min. No. of CTs: 2**

## OBJECTIVES

The course intends to equip students with updated knowledge of modern materials management concepts and aims to develop their functional expertise in the store and purchase management discipline.

## COURSE CONTENTS

|                 |  |
|-----------------|--|
| <b>UNIT I</b>   | ⇒ Integrated materials functions: Integrated materials management, Organizational control, Materials planning & budgeting, Codification & standardization, Source selection.   |
| <b>UNIT II</b>  | ⇒ Introduction to purchasing systems: Creative purchasing, Purchase systems, Price forecasting, Buying seasonal, commodities, Purchasing under uncertainty, capital equipment purchase, International purchasing, Imports substitution-prospects and retrospect, Public buying, Legal aspects in buying, Insurance buying, Buyer-seller relationship and ethics. |
| <b>UNIT III</b> | ⇒ Stores and warehousing: Stores management, Systems and procedures, Incoming material control, Stores accounting & stock verification, Obsolete, surplus and scrap management , Value analysis, Material handling, Transportation and traffic management.   |
| <b>UNIT IV</b>  | ⇒ Value stream mapping.  |
| <b>UNIT V</b>   | ⇒ Inventory management: Inventory overview, JIT.   |

*The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.*

## TEXT BOOKS

- Gopalakrishnan P. & M. Sundaresan, "Materials Management: An Integrated Approach", PHI, 1977.
- Chitale & Gupta, Materials Management: Text and Cases, 2nd ed., ISBN: 978-81-203-4285-9, PHI.

## REFERENCE BOOKS

- H. Kaushal (2003), "Case study solutions: Materials Management", Macmillan India Limited.
- Tony Arnold. J. R., "Introduction to Materials Management", Pearson Education, 4th Edition, 2003.
- Ballou R. H., "Business logistics/Supply Chain Management: Planning, Organizing, and Controlling the Supply Chain", Pearson Education, 5th Edition, 2004.
- Menon K. S., "Purchasing and Inventory Control ", Wheeler Publishing, 3rd Edition 1993
- Datta A. K., "Materials Management Procedures, Text & Cases ", PHI, Revised Edition.