

MBA 041 : ENTREPRENEURSHIP DEVELOPMENT

Max. Hours : 40

Unit I (10 Sessions)

Entrepreneurship: Definition of Entrepreneur, Internal and External Factors, Functions of an Entrepreneur, Entrepreneurial motivation and Barriers, Classification of Entrepreneurship, Theory of Entrepreneurship, Concept of Entrepreneurship, Development of entrepreneurship; Culture, stages in entrepreneurial process.

Unit II (10 Sessions)

Creativity and Entrepreneurial Plan: Idea Generation, Screening and Project Identification, Creative Performance, Feasibility Analysis: Economic, Marketing, Financial and Technical; Project Planning: Evaluation, Monitoring and Control segmentation. Creative Problem Solving: Heuristics, Brainstorming, Synectics, Value Analysis, Innovation.

Unit III (10 Sessions)

International Entrepreneurship Opportunities: The nature of international entrepreneurship, Importance of international business to the firm, International versus domestic entrepreneurship, Stages of economic development.

Institutional support for new ventures: Supporting Organizations; Incentives and facilities; Financial Institutions and Small scale Industries, Govt. Policies for SSIs.

Unit IV (10 Sessions)

Family and Non Family Entrepreneur: Role of Professionals, Professionalism vs family entrepreneurs, Role of Woman entrepreneur.

Venture Capital: Venture capital, Nature and Overview, Venture capital process, locating venture capitalists.

Suggested Readings:

1. Couger, C- Creativity and Innovation (IPP, 1999)
2. Nina Jacob, - Creativity in Organisations (Wheeler, 1998)

3. Jonne & Ceserani - Innovation & Creativity (Crest) 2001.
 4. Bridge S et al- Understanding Enterprise: Entrepreneurship and Small Business (Palgrave, 2003)
 5. Holt - Entrepreneurship : New Venture Creation (Prentice-Hall) 1998.
 6. Hunger J D and Wheelen T L - Strategic Management (Addison-Wesley, 1999)
 7. Dollinger M J - Entrepreneurship (Prentice-Hall, 1999)
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MBA 042 : CORPORATE GOVERNANCE, VALUES & ETHICS

Max. Hours : 40

UNIT-I (8 Sessions)

Corporate Governance: Issues, need of corporate governance code, Code of Corporate Practices, Social

Responsibility of Corporates, Corporate Social Reporting, Corporate Governance and the Role of Board (BOD),

Corporate Governance System Worldwide, Corporate Disclosure and Investor Protection in India

UNIT-II (10 Sessions)

Values impact in Business: Indian Value System and Values, Teaching from scriptures and tradition (Geeta,

Ramayana, Mahabharata, Upanishads, Vedas, Bible and Quran)

UNIT-III (10 Sessions)

Ethics impact in Business: Ethical Issues in Capitalism and market systems, Ethics and social responsibility,

Ethics and marketing, Ethics in finance, Ethics and human resource, Ethics and Information Technology.

Ethical theories and approaches, Intellectual property rights like designs, patents, trade marks, copy rights,

UNIT-IV (12 Sessions)

Corporate Strategy: Global industrial competition, Information Technology, Competitive Strategy, Benchmarking, Total Quality Management, Brand Building, Promotional Strategies, Corporate Restructuring, Mergers and Acquisitions, Supply Chain Management, Horizontal Organisation, Diversification, The Indian Scene.

Suggested Readings:

- 1) S.S. Iyer - Managing for Value (New Age International Publishers, 2002)
- 2) Laura P Hartman Abha Chatterjee - Business Ethics (Tata McGraw Hill, 2007)
- 3) S.K. Bhatia - Business Ethics and Managerial Values (Deep & Deep Publications Pvt.Ltd, 2000)
- 4) Velasquez – Business Ethics – Concepts and Cases (Prentice Hall, 6th Ed.)
- 5) Reed Darryl – Corporate Governance, Economic Reforms & Development (Oxford).
- 6) Mathur UC – Corporate Governance & Business Ethics (Mc Millan

MBA MK 03 : SALES AND DISTRIBUTION MANAGEMENT

Max. Hours : 40

UNIT I (14 Sessions)

Introduction: Selling as a Part of Marketing, Sales Management Process, Role of Sales Manager, Concept of

Personal Selling, Sales Management and Salesmanship, The Ones of Personal Selling, Process of Personal Selling, Qualities of a Successful Salesman.
Goals in Sales Management: Goal Setting Process in Sales Management, Analyzing Market Demand and Sales Potential, Techniques of Sales Forecasting, Preparation of Sales Budget, Formulating Selling Strategies, Designing Sales Territories and Sales Quota.

UNIT II (10 Sessions)

Sales Force Management: Organising the Sales Force, Designing the Structure and Size of Sales Force, Recruitment and Selection of Sales Force, Leading and Motivating the Sales Force, Training and Compensating the Sales Force, Sales Contests, Evaluation and Analysis.

UNIT III (8 Sessions)

Introduction to Distribution Management: Concept of Distribution Channel, Importance of a Channel, Types of Channels, Primary Distributors, Specialized Distributors and Participants, Distributors: Policies and Strategies.

UNIT IV (8 Sessions)

Channel Management: Forces of Distributing Systems, Distributors Selection and Appointment, Channel Conflicts and their Resolutions, Training the Distributors Sales Team.

Suggested Readings

1. Donaldson B - Sales Management : Theory and Practice (Palgrave)
2. Jobber David and Lancaster Geoff - Selling and Sales Management (Pearson Education)
3. Spiro - Sales Force Management (Tata Mc Graw Hill, 11th Ed.)
4. Still Richard R, Cundiff Edward W. and Govoni Norman A.P - Sales Management: Decisions, Strategies and Cases (Pearson Education, 5th Ed.)

5. Rosenbloom – Marketing Channels (Cengage Learning, 7th Ed.)
 6. Johnson and Marshall - Sales Force Management (Tata Mc Graw Hill, 8th Ed.)
 7. Coughlan A.T., Stern Louis W., EL-Ansary A.I. and Anderson E - Marketing Channels (Prentice Hall of India, 6th Ed.)
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MBA MK 04 : RETAIL MANAGEMENT

Max. Hours : 40

UNIT I (8 Sessions)

Overview of Retailing Environment and Management: Retailing, Definition and Concept, Functions of Retailing

Driving Forces for Retailing, Building and Sustaining Relationships, Strategic Planning, Structural Change, Type of Retail Outlets, Market Structure, Retail Planning, Development and Control.

The Customer and Retail Business: Knowing your Customers, Focusing on the Consumer, Mapping Out

Society, Learning, Attitude. Motivation and Perception.

UNIT II (10 Sessions)

Situational Analysis: Retail Institutions by Ownership. Retail

Institutions by Store-based Strategy-Mix, Web,

Nonstore-based and other Forms of Non Traditional Retailing. Targeting Customers and Gathering Information.

Communicating with Customers. Promotional Strategies used in retailing.

Choosing a Store Location: Trading Area Analysis, Site Selection,. Store Design and Layout, The Store and its

Image, The External Store, Internal Store, Display, Visual Merchandising and Atmospheric.

UNIT III (8 Sessions)

Managing Retail Business: Retail Organization and HRM, Retail Organisation and Operations Management, Financial Dimensions, Managing Retail Services. Service Characteristics, Branding, Perceptions of Service Quality.

UNIT IV (14 sessions)

Delivering the Product: Retail Information Systems, Merchandise Management Retail Pricing, Development and Implementing Plans, People in Retailing.

International Retailing: Internationalization and Globalization, Shopping at World Stores, Going International, The Internalization Process, Culture, Business and International Management.

Suggested Readings:

1. Newman A.J. and Cullen P - Retailing : Environment and Operations (Vikas, 1st Ed.)
2. Berman B and Evans J.R - Retail Management (Pearson Education, 9th Ed.)
3. Michael Levi M and Weitz BW - Retailing Management (Tata McGraw Hill, 5th Ed.)
4. Dunne Patrick M., Lusch Robert F. and Griffith David A - Retailing (Cengage Learning, 4th Ed.)
5. Cox Roger and Brittain Paul - Retailing: An Introduction (Pearson Education, 5th Ed.)
6. Newman and Cullen - Retailing (Cengage Learning, 1st Ed.)
7. Vedmani G. Gibson - Retail Management - Functional Principles & Practice (Jaico Publications, 1st Ed.)

MBA FM 03 : MANAGEMENT OF FINANCIAL INSTITUTIONS AND SERVICES

Max. Hours : 40

Unit I : Introduction (10 Sessions)

Financial System and Markets: Constituents and functioning; RBI – Role and functions. Regulation of money and credit, Monetary and fiscal policies, Techniques of regulation and rates; Overview of Foreign Exchange Market, Financial Sector Reforms in India, Overview of Financial Services: nature, scope and importance etc.

Unit II : Management of Commercial Banks (10 Sessions)

Banking Industry in India, constituents, banking sector reforms, determination of commercial interest rates: fixed and floating, Management of capital funds- capital adequacy norms, Liquidity Management, Asset Liability Management - Gap analysis, Management of Non- performing assets, Strategies for making commercial banks viable.

Unit III : Management of Non-Banking Financial Institutions (10 Sessions)

Securitisation : concept, nature, scope and their implications. Securitization of Auto loans and housing loans, Securitisation in India. DFIs in India - IDBI, ICICI, IFCI, NABARD, RRBs, State Level Institutions ; NBFCs - Their status, types, working and strategies for commercial viability ; Insurance & Mutual Fund organisations - Their status, types, working and strategies for commercial viability.

Unit IV : Management of Financial Services (10 Sessions)

Leasing and Hire Purchase: Industry. Size and scope. Parties involved, Evaluation of Lease transaction, Types

of lease and their implications, Hire purchase and lease - differences and implications for the business. Other financial services: Factoring, Forfeiting, Discounting and Re Discounting Of Bills, Consumer Credit and Plastic Money – concept, working and uses of each.

SUGGESTED READINGS:

- 1) Fabozzi - Foundations of Financial Markets and Institutions (Pearson Education, 3rd Ed.)
- 2) Khan M Y - Financial Services (Tata Mc Graw Hill, 1998)
- 3) Machiraju H R - Indian Financial System (Vikas, 2004)
- 4) Bhole L M - Financial Institutions and Markets (Tata McGraw-Hill, 3rd edition, 2003)
- 5) Srivastava ,R.M & Nigam Divya - Management of Financial Institutions (Himalaya, 2003)
- 6) Gurusamy R - Financial Services & Markets (Thomson, 1st Ed.)

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MBA FM 04 : TAX PLANNING AND MANAGEMENT

Max. Hours : 40

Unit I (10 Sessions)

Nature and Scope of Tax Planning: Nature, Objectives of Tax Management, Tax Planning, Tax Avoidance & Tax Evasion, Assessment Year, Previous Year, Assessee – types, Residential status, Non-resident Indians.

Unit II (10 Sessions)

Tax on Individual Income – Computation of tax under the heads of Salaries, Income from House Property, Profits & Gains of Business, Capital Gains & Income from Other Sources. Tax deductible at source

Unit III (12 Sessions)

Corporate Income Tax: Tax concessions and incentives for corporate decisions. Tax planning for depreciation; Treatment of losses & unabsorbed items; Carry forward and set off losses. Tax and business reorganizations:

merger and amalgamation, Tax planning regarding Employees Remuneration, Tax appeals, Revision & Review. Wealth tax on closely held companies; Valuation of assets; Filing of returns; Assessment; Appeals; Review; Revision and Rectification.

Unit IV (8 Sessions)

Central Excise Act 1994 and Excise planning; Customs Act and Customs Duties Planning (Working Knowledge required) Consumer Protection Act 1962 and Customers planning. (Working knowledge is required for these).

SUGGESTED READINGS:

- 1) Bhatia H L - Public Finance (Vikas, 1999, 20th Ed.)
- 2) Lakhotia R N - How to Save Wealth Tax (Vision Book 2001, 9th Ed.)
- 3) Prasad Bhagwati - Income Tax Law & Practice (Vishwa Prakashan)
- 4) Santaram R - Tax Planning by Reports (Taxmann, 1978).
- 5) Singhanian V K - Direct Taxes, Law & Practice (Taxmann, 40th Ed.)
- 6) Datey V.S. - Indirect Taxes – Law & Practice (Taxmann, 20th Ed.)

MBA OP 01 : INSURANCE & RISK MANAGEMENT

Max. Hours : 40

UNIT - I (10 sessions)

Introduction and Scope of Insurance- Historical perspective, Conceptual Framework, Meaning, Nature and

Scope of Insurance, Classification of Insurance Business viz., Life Insurance and General Insurance. Role of

Insurance in Economic Development & Insurers' Obligation towards Rural and Social Sectors.

Principles of Life Insurance and Governance of Insurance Business.

UNIT - II (12 sessions)

Financial Aspects of Insurance Management- Role of Financial Institutions, Insurance Companies, Financial

Market, Structure and functions, Mutual Funds, Housing Finance.
Important Life Insurance Products and General Insurance Products
Determination of Premiums and Bonuses
Various Distribution Channels

Unit - III (10 sessions)

Risk Management and Underwriting

Role of Actuaries- Product framing, Underwriting guidelines, Re-insurance

Preparation of Insurance Documents

Policy Conditions

UNIT - IV (8 sessions)

Settlement of Claims

Insurance Laws and Regulations with respect to following Acts.

Insurance Act 1938, Life Insurance Corporation Act 1956, IRDA Act 1999, Consumer Protection Act 1986,

Ombudsman Scheme, Income Tax Act, Wealth Tax Act 1957, Married Women's Property Act 1874.

Code of Conduct in Advertisement, Financial Planning and Taxation, Bank Deposit Schemes, Unit Trust and

Mutual Funds, Shares, Tax Benefits under Life Insurance Policies

Suggested Readings:

1. Mishra M.N. - Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi)
2. Ganguly Anand - Insurance Management (New Age International Publishers, New Delhi)
3. Vaughan & Vaughan - Fundamentals of risk & Insurance (John Wiley & Sons, New York)
4. Srivastava D.C., Srivastava Shashank - Indian Insurance Industry Transition & Prospects (New Century Publications, Delhi)
5. Kakkar, Bisen - Insurance & Risk Management (New Age Publication, New Delhi)

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MBA OP 02 : HOSPITALITY MANAGEMENT

Max. Hours : 40

UNIT I (8 Sessions)

Hospitality Management/Industry: Introduction of the Hospitality Industry, Origin & Nature, Evolution and Growth of Hospitality Industry, Hospitality Industry in Today's Scenario, Importance of Hospitality Management, Training for Hospitality Management

UNIT II (8 Sessions)

Tourism and Hospitality: Definition of Tourism, Evolution of Tourism Industry, Components of Tourism, Concept of Domestic & International Tourism, Basic Travel Regulation, Significance & Impacts of Tourism: Socio – Cultural, Economic & Environmental, Typologies of Tourism, Travel Motivators, Tourism Products of India (World Heritage Countries).

UNIT III (12 Sessions)

Hotel Management: Overview of the Accommodation Industry, Hotel Organization Structure, Classification of Hotels, Departments of Hotel, Hotel Categories – Star Rating, , Types of Hotel Rooms, Plans & Rates, Front Office & its Co-ordination with Other Departments
Food & Beverages: Organization Chart of House Keeping Departments, Responsibilities, Traits & Duties of House Keeping Staff, Knowledge of other Departments, Menu, The cover, Service Equipments: Linen, Furniture, Chinaware, Glassware, Tableware, Briefing, Banquets, Alcoholic & Non Alcoholic Beverages, Conference & Convention Management

UNIT IV (12 Sessions)

Laws & Guidelines: Recognition of Travel Agency, Tour Operator and Travel Guide License & Permits required for Hotels National & International Organization: IATA, PATA, ICAO, WTO, UFTAA, FHRAI, TAAI.

Marketing for Hospitality and Tourism: Service Characteristics, Segmentation, Targeting and Positioning of

Hospitality Industry, Marketing Mix and Marketing Strategies for Hospitality and Tourism.

Suggested Reading:

1. Stephen Ball, Jones Peter, Kirk David and Lockwood Andrew - Hospitality Operations: A System Approach (Cengage Learning, 1st Ed.)
2. James A. Bardi - Hotel Front Office Management (Wiley)
3. G. Raghubalan, Smritee Raghubalan - Hotel House Keeping (Oxford University Press)
4. Sudhir Andrews - Hotel House Keeping Training Manual (Tata Mc Graw Hill, 1st Ed.)
5. Negi Jagmohan - Hotel and Tourism Laws (Frank Brothers)
6. Michael Flynn, Caroline Ritchie - Public House and Beverage Management (Butterworth)
7. Lee-Ross Darren - HRM in Tourism and Hospitality (Cengage Learning, 1st Ed.)
8. Kotler Philip, Bowen John and Makens James - Marketing for Hospitality and Tourism (Pearson Education, 3rd Ed.)

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MBA OP 03 : PROJECT MANAGEMENT

Max. Hours : 40

Unit 1(8 Sessions) Basic Concept

Concept of a project, categories of project, project development cycle.

The concept of project management

,tools & techniques of project management. Forms of project organizations.

Unit II(12 Sessions) Project Formulation

Project identification, Project formulation and preparation : Market and demand estimation, market survey,

demand forecasting technical factors-Material inputs, technology,

production, plant capacity, location and site,

civil works, charts, layouts, work schedule, cost of project, means of financing, estimates of cost, financial

projections.

Unit III (10 Sessions) Process of Project Appraisal

Technical ,Economic, Financial, Legal and Social appraisal of the Industrial Projects, Problems arising due to

rate of discount, wage–rate, exchange rates, treatment of taxes, social cost-benefits, treatment of risk and

uncertainty, sensitivity analysis and probability approach single as well as multiple projects.

Unit IV (10 Sessions) Implementation, Monitoring and Control of Projects

Project scheduling, network techniques for resource and cost budgeting and scheduling, project management

teams and coordination. Monitoring and post implementation, evaluation of the project ,project financing.

SUGGESTED READINGS

1. Chandra Prasanna - Project : Preparation ,Appraisal, Budgeting and Implementation. (TMH, 5th Ed.)

2. Mohsin M. - Project Planning and Control (Vikas)

3. Goyal BB – Project Management : A Development Perspective (Deep & Deep)

4. Chaudhary, S – Project Management (Tata Mc Graw Hill)

5. Young TL – The Hand Book of Project Management (Kogan Page)

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MBA OP 04 : RURAL MANAGEMENT

Max. Hours : 40

UNIT I (6 Sessions)

Introduction to Rural Management, Importance, Market Size and Physical Structure of Rural Society, Corporate

Interest in Rural Market, Classification of Rural Product and Rural Market.

Socio-Economic Reforms, Use of Durable and Non-Durables by Indian Rural folk, Marketing of Consumer

Durables. Rural Communication-Challenges and Strategies, Types of Rural Communication.

UNIT II (14 Sessions)

Rural Consumer's in India –Geographical Spread and Differentiation, Behaviour of Rural consumers, Rural Market Segmentation- Occupational Segmentation, Sociological Segmentation, Thomson Rule of Market Index, Lin-Quest and MICA Rating, Targeting, Selection of Segments, Product, Pricing and Promotion Strategies.

UNIT III (8 Sessions)

Marketing of Agricultural Products – Agricultural Inputs and their Types, Government Efforts, Challenges, Agricultural Marketing, Marketing Rural Non-Farm Products, Marketing Network, Social Structure of Rural Society, Different Marketing Agencies and Institutions, Various Types of Distribution Channels in Rural Marketing,

UNIT IV (12 Sessions)

Marketing Research, Major techniques of Market Research, Methods of Collection of Information, Dissemination of Market Information, Advantages of Market Report and Market Report.

Introduction to Rural Financing, Sources of Finance, Requisites of a Good Finance System, National Level

Credit Agency- NABARD, Functions of NABARD, Schemes and Patterns of NABARD.

Suggested Readings-

1. Warren M - Financial Management for Farmers and Rural Managers (Blackwell Publishing)
2. Prag P A - Rural Diversification (EG Books)
3. Thorner Daniel and Morner Alice - Land and Labour in India (Asia Publishing House)
4. Deu S. Mahendra and Basu K.S. - Economic and Social Development (Academic Foundation)
5. Gopaldaswamy T.P. - Rural Marketing Environment, Problems and Strategies (Vikas, 1st Ed.)