

Chhattisgarh Swami Vivekanand Technical University, Bhilai

SCHEME OF TEACHING & EXAMINATION

M.B.A IInd SEMESTER (Part Time)

S. No	Board Of Study	Sub. Code	Subject	Periods Per Week			Scheme Of Exam Theory / Practical			Total Marks	Credit L+(T+P)/2
				L	T	P	ESE	CT	TA		
				1.	Management	636211 (36)	Research Methodology	3	1		
2.	Management	636212 (36)	Marketing Management	3	1	0	80	10	10	100	4
3.	Management	636213 (36)	Financial Management	3	1	0	80	10	10	100	4
4.	Management	636214 (36)	Human Resource Management	3	1	0	80	10	10	100	4
5.	Management	636215 (36)	Environmental Analysis & Management	3	1	0	80	10	10	100	4
Total				15	5	0	400	50	50	500	20

L – Lecture – Tutorial, P – Practical, ESE- End Semester Exam, CT- Class Test, TA – Teacher’s Assessment

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester: **MBA II Sem.**

Subject : **Research Methodology**

Total Theory Periods: **40**

Total Marks in End Semester Exam: **80**

Minimum number of class tests to be conducted: **2**

Branch: **Management**

Code: **636211 (36)**

Total Tutorial Periods: **12**

UNIT I

Introduction: concept, approach Types. Problem Formulation and Statement of Business Research objectives, Characteristics of good research, creativity in research, cost of research.. Research Methods, Process, Research Designs, Descriptive and Experimental Variables & their interrelations. Problems & Case.

[No. of Pds: 8]

UNIT II

Methods of Data Collection – Survey and Observational Methods; Questionnaire Design; Attitude Measurement; Motivational Research Techniques, Administration of Surveys. Dealing with Information; Classification, tabulation, Analysis, and Interpretation of Data, Level of data; Reliability & validity. Problems & Case.

[No. of Pds: 8]

UNIT III

Sampling: process, technique, types and sample designs; Selecting an appropriate Statistical Technique – parametric and non parametric tests (t-test, chi square test, sign test, T-test, U-test) Hypothesis Testing. Problems & Case.

[No. of Pds: 8]

UNIT IV

Advanced techniques for Data Analysis – ANOVA, ANCOVA, Discriminant Analysis, Factor Analysis, Multidimensional Scaling and Clustering Methods. Research Application and Research Report Writing. Problems & Case.

[No. of Pds: 8]

UNIT V

Awareness, usage of Statistical Software Packages (SPSS, SAS, etc) relevant to Management Researches and its Applications in Research for Marketing, Finance, HR etc. Problems & Case.

The examination paper will include questions from each unit and case analysis is compulsory.

The list of cases and specific references including recent articles will be announced and discussed in the class.

Suggested Reading :

1. Gupta S. P. and Gupta, M. P., Business Statistics, Sultan Chand and Sons, New Delhi, 1997.
2. Sancheti S. C. and Kapoor, V. K, Statistics – Theory Methods and Applications, Sultan Chand and sons, New Delhi.
3. Vohra, N. D., Quantitative Techniques in Management, Tata McGraw Hill Company, New Delhi.
4. Sneider & Cooper Business Rearch Metods TMH
5. C.R.Kothari Research Methodology,
6. Zeikmukund, Business Research Methods, Drden Press.

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester: **MBA II Sem.**

Subject : **Marketing Management**

Total Theory Periods: **40**

Total Marks in End Semester Exam: **80**

Minimum number of class tests to be conducted: **2**

Branch: **Management**

Code: **636212 (36)**

Total Tutorial Periods: **12**

UNIT I

Introduction to Marketing: Meaning, nature and scope of marketing; Marketing philosophies; Marketing management process; Concept of marketing mix, Case Study.

[No. of Pds: 8]

UNIT II

Market Analysis: Understanding marketing environment; Consumer and Industrial buyer behavior; Market measurement; Market segmentation, selection and positioning. Case Study.

[No. of Pds: 8]

UNIT III

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. Case Study.

[No. of Pds: 8]

UNIT IV

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 – inventory management, warehousing, transportation and insurance. Case Study.

[No. of Pds: 8]

UNIT V

Marketing Organization and Control; Emerging trends and issues in marketing – Consumerism, Rural marketing, Social marketing; Direct and online marketing; Green Marketing, etc, Case Study.

[No. of Pds: 8]

The examination paper will include questions from each unit and case analysis is compulsory.

The list of cases and specific references including recent articles will be announced and discussed in the class.

Suggested Readings:

1. Baker, Michael J., Marketing : An Introductory Text, McMillan Press Ltd., 1996.
2. Czinkota, Michael R., Massaki, Kotabe and David Mercer B., Marketing Management :Text and Cases, Blackwell Publishers, Massachusetts, 1997.
3. Kotler, Philip, Marketing Management : Analysis Planning, Implementation and Control, 9th Ed.,
4. Prentice Hall of India Pvt. Ltd. , New Delhi, 1997.
5. Kotler, Philip and Armstrong, Gary, Principles of Marketing, Prentice Hall of India, New Delhi
6. Mc Carthy, E. Jerome and Pessault, William D. Jr., Basic Marketing, Richard D. Irwin Inc. , Homewood, Illinois, 1994.
7. Saxena, Rajan, Marketing Management, Tata McGraw Hill Publishing Company, N. Delhi, 1997.
8. Stanton, William, Eizel, Michael J. & Walker Bruce, Fundamentals of Marketing, McGraw Hill, 94.

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester: **MBA II Sem.**

Subject : **Financial Management**

Total Theory Periods: **40**

Total Marks in End Semester Exam: **80**

Minimum number of class tests to be conducted: **2**

Branch: **Management**

Code: **636213 (36)**

Total Tutorial Periods: **12**

UNIT I

Financial Management – nature, scope and objectives, finance functions. Profit maximization V/S wealth maximization, financial forecasting, and capitalization theories, over and under capitalization, Case Study.

[No. of Pds: 8]

UNIT II

Financial statement Analysis, funds flow analysis, statement of cash flows, Problems & Case.

[No. of Pds: 8]

UNIT III

Short-term financial investment, internal financing, lease financing, term loans, Time value of money, instruments of long term finance. , Case Study.

[No. of Pds: 8]

UNIT IV

Cost of different sources of raising capital, weighted average cost of capital. Types of Dividends, factors influencing dividend policy, dividend theories dividend practices in India, Problems & Case.

[No. of Pds: 8]

UNIT V

Management of working capital – concept of working capital, need and factors influencing, estimation of working capital, inventory and receivables management, management of cash, problems & Case Study.

[No. of Pds: 8]

The examination paper will include questions from each unit and case analysis is compulsory.

The list of cases and specific references including recent articles will be announced and discussed in the class.

SUGGESTED READINGS:

- I. Hampton , john . Financial Decision Making. Englewood Cliffs, New Jersey, Prentice Hall Inc.
- II. Van Horner, James C. Financial Management and Policy , New Delhi, Prentice Hall of India.
- III. Winger, Bornard and Mohan, Nancy, Principles of Financial Management, New York, Macmillan Publishing Company.
- IV. J.C. Van Horne, Fundamentals of Financial Management, PHI , New Delhi.
- V. Weston Brigham, Managerial Finance, McGraw Hill , New York.
- VI. I.M. Pandey, Financial Management Vikas Pub. House, New Delhi.
- VII. P. Chandra, Financial Management, TMH, New Delhi .
- VIII. S.C. Kuchhal, Financial Management, Chaityna Publishing House, Aligarh.
- IX. R.M. Srivastava, Financial Decision Making, Himaylaya Publishing House, Mumbai.

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Semester: **MBA II Sem.**
Subject : **Human Resource Management**
Total Theory Periods: **40**
Total Marks in End Semester Exam: **80**
Minimum number of class tests to be conducted: **2**

Branch: **Management**
Code: **636214 (36)**
Total Tutorial Periods: **12**

UNIT I

Concepts and Perspectives on Human Resource Management; Evolution and Philosophy of Human Resource Management, challenges in changing environment, New Approaches in HRM.

[No. of Pds: 8]

UNIT II

Human Resource Policy and Planning; Job Analysis. Methods of Job Analysis, Description, Job specification, etc, Case Study.

[No. of Pds: 8]

UNIT III

Recruiting and Selecting Human Resources, Placement, and Induction, Case Study.

[No. of Pds: 8]

UNIT IV

Manpower Planning, Training and Development, Performance Appraisal and Potential Evaluation; HR Audit; Job Evaluation, Wage Determination, Compensation Management, Case Study.

[No. of Pds: 8]

UNIT V

Leadership, Socialization, Work Stress & Counselling, Mentoring; Concept of Employee Welfare; Case Study. The examination paper will include questions from each unit and case analysis is compulsory.

The list of cases and specific references including recent articles will be announced and discussed in the class.

[No. of Pds: 8]

Suggested Reading

1. Dessler, Gary; Human Resource Management, 7th International Edition, Prentice Hall, New Jersey, 1997.
2. Fisher, Schoenfeldt and Shaw; Human Resource Management, 4th Edition, Houghton Mifflin, Boston, 1999.
3. Leap, Terry L., and Micheal D. Crino; Personnel/ Human Resource Management, MacMillan, New York, 1990.
4. Teboul, James; Managing Quality Dynamics, Prentice Hall, New Jersey, 1991.
5. De Cenzo, D. A. and Robbins, S. P., Human Resource Management, 5th ed., John Wiley, 1994.
6. Monappa, A. and Saiyadain, M., Personnel Management, Tata McGraw-Hill, New Delhi, 1966.
7. Sinha, D. P. Aligning Human Resource Systems, Tata McGraw-Hill, New Delhi, 1996.

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester: **MBA II Sem.**
Subject : **Environment Analysis & Management**
Total Theory Periods: **40**
Total Marks in End Semester Exam: **80**
Minimum number of class tests to be conducted: **2**

Branch: **Management**
Code: **636215 (36)**
Total Tutorial Periods: **12**

UNIT I

Business Environment: nature, significance and scope, and its relevance in Management decision making, The Interaction Matrix of different Environmental Factors, The process of Environmental Scanning, Basic philosophies of capitalism and socialism with their variants.

[No. of Pds: 8]

UNIT II

The Politico- Legal Environment: The relationship between business and government in India, the constitutional provisions affecting business, an introduction to some important business laws like MRTP, Industrial (development and regulation) Act 1951, FEMA, Consumer Protection Act, changing dimension of these laws and their impact on business. Case Study.

[No. of Pds: 8]

UNIT III

International Business- Overview, International Trade Theories, Barriers of Trade; MNC in India, Foreign collaboration, joint venture; Case Study.

[No. of Pds: 8]

UNIT IV

International Business Policy- EXIM Policy, Globalization, Liberalization, FDI, Foreign Exchange Rate Mechanism, WTO and its implication on Indian Business, Case Study.

[No. of Pds: 8]

UNIT V

Industrial Ecology and Recycling Industry, Environmental Management System: EMS Standards, ISO 14000. Environmental Accounting and Auditing, Clearance/Permissions for establishing industry. Industrial pollution: Green funding, Deforestation and its impact, Soil and Water conservation, Solid waste management, Case Study.

[No. of Pds: 8]

The examination paper will include questions from each unit and case analysis is compulsory.

The list of cases and specific references including recent articles will be announced and discussed in the class.

SUGGESTIONS READINGS:

1. Francis Cherumilam, Business Environment Text & Cases, HPH, Mumbai.
2. Adhikari, M., Economic Environment of Business,
3. Hill W L, International Business, TMH, New Delhi
4. Sampat Mukerjee, Economic Environment of Business,
5. Dwijendra Tripathi, Business Politics in India
6. Gupta, D., Indian Government & Politics
7. Ruppaswamy, B., Social Changes in India
8. Ghosh P.K. & Kapoor, G.K. Business & Society
9. K.Aswathapa, Essential of Business Environment