

SYLLABUS

SEMESTER-I

- 1.1 Management Concepts & Organisational Behaviour (MCOB)
- 1.2 Economic Analysis for Decision Making (EADM)
- 1.3 Financial Accounting (FA)
- 1.4 Quantitative Techniques for Management (QTM)
- 1.5 Marketing Management (MM)
- 1.6 Financial Management (FM)
- 1.7 Business and Financial Environment (BFE)
- 1.8 Financial Markets and Instruments (FMI)

SEMESTER- II

- 2.1 Management of Financial Institutions (MFI)
- 2.2 Accounting for Managerial Decisions (AMD)
- 2.3 Risk and Insurance Management (RIM)
- 2.4 Investment Analysis & Equity Research (IAER)
- 2.5 Merchant Banking and Financial Services (MBFS)
- 2.6 International Business (IB)
- 2.7 Mutual Fund & Portfolio Management (MFPM)
- 2.8 Research Methodology & Business Communication (RMBC)

SEMESTER-III

- 3.1 Financial Derivatives & Risk Management (FDRM)
- 3.2 International Finance (IF)
- 3.3 I.T. for Managers (ITM)
- 3.4 Strategic Management (SM)
- 3.5 Tax Planning & Management (TPM)
- 3.6 Services Marketing (SM)
- 3.7 Corporate Restructuring & Financial Engineering (CRFE)
- 3.8 Training Report

SEMESTER- IV

- 4.1 Strategic Financial Management (SFM)
- 4.2 Corporate Governance and Business Ethics (CGBE)
- 4.3 Commodities Market and Futures (CMF)
- 4.4 Retail Management (RM)
- 4.5 Business & Corporate Law (BCL)
- 4.6 Accounting Standards & Corporate Reporting (ASCR)
- 4.7 Entrepreneurship & Small Business Management (ESBM)
- 4.8 Final Project and Viva Voce

1ST SEMESTER

MFC 1.1 MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR

Objective

The objective of this course is to help students understand the conceptual framework of management and Organisational Behaviour.

Course Input

UNIT I Schools of Management Thought: Scientific, Process, Human Behaviour and Social System School; Decision Theory School; Quantitative and System school; Contingency Theory of Management; Functions of a manager. Managerial Functions: Planning-concept, significance, types; Organizing- concept, principles, theories, types of organizations, authority, responsibility, power, delegation, decentralization; staffing; Directing; Coordinating; Control-nature, process, and techniques elements.

UNIT II Organisational Behaviour: Organisational behaviour- concept and Significance; Relationship between management and organizational behaviour; Emergence and ethical perspective; Attitudes; Perception; Learning; Personality; Transactional Analysis. Motivation: Process of Motivation; Theories of Motivation – Need hierarchy theory, Theory X and Theory Y, Two Factor Theory, Alderfer's ERG theory, McClelland's Learned Need Theory, Victor Vroom's Expectancy Theory, Stacy Adams Equity Theory.

UNIT-III Group Dynamics and Team Development: Group Dynamics – definition and importance, types of groups, group formation, group development, group composition, group performance factors; Principle centered approach to team development. Leadership: Concept; Leadership styles; Theories –Trait theory, Behavioural theory, Fielder's Contingency Theory; Hersey and Blanchard's Situational theory; Managerial Grid; Likert's four systems of leadership.

UNIT IV Interpersonal and Organisational Communication: Concept of two ways Communication; Communication Process; Barriers to Effective Communication; Types of Organisational Communication; Improving Communication; Transactional Analysis in Communication.

UNIT-V Organisational Conflict: Dynamics and management; Sources, patterns, levels, and types of conflict; Traditional and modern approaches to conflict; Functional and dysfunctional organisational conflicts; Resolution of conflict.

Organisational Development: Concept; Need for change, Resistance to change; Theories of planned change; Organisational diagnosis; OD intervention.

References:

1. Griffin, Ricky W: Organisational Behaviour, Houghton Mifflin Co., Boston.
2. Hellreigel, Don, John W. Slocum Jr. and Richards W. Woodman: Organisational Behaviour, South Western College Publishing, Ohio.
3. Hersey, Poul, Kenneth H. Blanchard and Dewey E. Johnson:

- Management of Organisational Behaviour: Utilising Human Resource, Prentice Hall, New Delhi.
4. Ivancevich; John and Micheol T. Matteson: Organisational Behaviour and Management , Business publication inc., Texas.
 5. Koontz, Harold, Cyril O'Donnell and Heinz Wehrich: Essentials of Management, Tata McGraw-Hill, N. Delhi
 6. Luthans Fred: Organisational Behaviour, Tata McGrawHill, New Delhi.
 7. Newstrom, John W. and Keith Davis: Organisational Behaviour: Human Behaviour at work, TMH, N. Delhi
 8. Robbins, Stephen P, and Mary Coulter: Management, Prentice Hall, New Delhi
 9. Robbins, Stephen P: Organisational Behaviour, Prentice Hall, New Delhi
 10. Steers, Richards M. and J. Stewart Balck: Organisational Behaviour, Harper Collins College Publishers, NY
 11. Sukla, Madhukar: Understanding Organisations: Organisation Theory and practice in India, PH, New Delhi
 12. Thom hill: "Managing Change". Pearson Education, New Delhi.
 13. Green Berg: "Behaviour in Organisation"
 14. Ivancevich JM, Konopaske R and Matteson MT: Organisation Behaviour and Management, Tata McGraw Hill 7th Edition, 2006.
 15. Aswathappa K: Organisational Behaviour, Himalaya Publishing House.
 16. Prasad LM: Organisation Behaviour, Sultan Chand, New Delhi.
 17. Moorhead G & Griffin R.W: Organisational Behaviour, Managing People & Organisation, AITBS Publishers & Distributors, New Delhi.
 18. Vashisth N.: Students' Guide to Management, Taxmann Allied Services Pvt.Ltd., New Delhi.

MFC 1.2 ECONOMIC ANALYSIS FOR DECISION MAKING

Objective

This course develops managerial perspective to economic fundamentals as aids to decision making under given environment.

Course Input

UNIT I Nature and Scope of Managerial Economics: Economic theory and managerial theory; Managerial economist's role and responsibilities; M.E. and decision making. Nature of Economic Problem and Economic Analysis, Economic concepts and Principles. Objective of a firm; The nature of firm, maximizing verses satisfying, constrained decision making. The concept of economic profit. Measurement and policies on profit maximization.

UNIT II Demand Analysis: Individual and market demand functions; Law of demand, determinants of demand; Elasticity of demand – its meaning and importance; Price elasticity, income elasticity and cross elasticity; using elasticity in managerial decisions. Demand Function. Demand estimation, Expert Opinion, Market Experiments, Surveys, Demand forecasting technique.

UNIT III Production Theory: Production function – production function with one and two variable inputs; Cobb-Doughlas production function; Estimation of production function; Cost Concept, Cost Distinctions, Cost Function.

UNIT IV Price Determination under different market conditions: Characteristics of different market structures; Price and output decisions under perfect competition, monopolistic competition and monopoly. Pricing Practices: Methods of price determination, Pricing of multiple products; Price discrimination; International price discrimination and dumping; Transfer pricing.

UNIT V Business Cycles: Nature and phases of a business cycle; Theories of business cycles. Inflation: Definition, Characteristics and types; Inflation in terms of demand-pull and cost-push factors; Effects of inflation. Monetary and fiscal policies to curb inflation. Economic environment in India since 1991. Need to reform the reforms, New Economic Policy, Economic Integration and Preferential Trading Arrangement, International Trade Policy.

References:

1. Baumol, William J: Economic Theory and Operations Analysis, PH , London
2. Baya, Michael R: Managerial Economics and Business strategy, McGraw Hill Inc. New York
3. Chopra , O. P.: Managerial Economics , Tata McGraw Hill , Delhi
4. Dean Joel: Managerial Economics, Prentice Hall, Delhi.
5. Dholakia R. H. and A. L. Oza: Micro Economics for management students, Oxford University Press, New Delhi
6. Eaton, B. Curtis and Diane Faton: Micro Economics , PH, Delhi.
7. Gough J. and S. Hills: Fundamentals of Managerial Economics, MacMillan London.
8. Haynes, W.W., V.L. Mote and S Paul: Managerial Economics, PH, Delhi.
9. Petersen H., Craig and W. Cris Lewis: Managerial Economics PH, Delhi.
10. Salvatore Dominick: Managerial Economics in a Global Economy, McGraw Hill, New York.
11. Varian H.R. : International Microeconomics: A modern Approach, East West Press, New Delhi
12. Dwivedi D.N.: Managerial Economics, Vikas Publishing House, New Delhi.
13. Vershney RL and Maheshwari KL: Managerial Economics; Sultan Chand and Sons, New Delhi.
14. Adhikary M.: Business Economics, Excel Books , New Delhi

MFC 1.3 FINANCIAL ACCOUNTING

Objective

The objective of this course is to enable students understand accounting principles, tools and technique used for taking business decisions.

Course Input

UNIT I Introduction: Accounting: the language of business and an information system; Nature, scope and importance of financial accounting; Generally Accepted Accounting Principles; Accounting Equation; Accounting Standards. Accounting Books: Journal, Ledger and Subsidiary Books.

UNIT II Final Accounts: Preparation of Trial Balance; Classified Profit and Loss account and Balance Sheet; Bank Reconciliation Statement.

UNIT III Final Accounts of Companies –Profit & Loss A/C, Balance Sheet, and Cash Flow Statement

UNIT IV Computerized Accounting Final Accounts of Non-profit Organizations.

UNIT V Financial Statement Analysis: Horizontal Analysis, Vertical Analysis, Trend Analysis, Ratio Analysis, Corporate Financial Reporting.

References:

1. Narayana Swamy: Financial Accounting, PHI
2. Benerjee, Ashook: "Financial Accounting: A Managerial Emphasis", Excel Books
3. Bhattacharya: Accounting for Management, Vikas
4. Dr. Jawahar Lal: Accounting for Management, Himalaya Publishing House
5. Horngren Sundem Elliott: Introduction to Financial Accounting, Pearson Education
6. Jawahar Lal & Srivastava Seema: Financial Accounting, S. Chand.
7. Maheswari: Accounting For Management, Taxman
8. Mohd. Arif Pasha: Accounting for Managers, Vrinda
9. Ashok sehgal & Deepak Sehgal: Financial Accounting, Taxman
10. Ramchandran, Kakani: Financial Accounting for Management, Tata McGraw
11. Reimers: Financial Accounting, Pearson Education
12. Tulsian: Financial Accounting, Pearson Education
13. Srinivasan N. P. and Murugan S., Accounting for Management, S. Chand.
14. Vinayakam N. and Charumati B., Financial Accounting, S. Chand.
15. Shukla M. C., Grewal T. S. and Gupta M. P., Cost Accounting, S. Chand.

MFC 1.4 QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Objective

The objective of this course is to make the students learn the application of statistical tools and techniques for decision making.

Course Input

UNIT I Data Sources: Primary and Secondary; Primary data collection techniques – schedule, questionnaire and interview. Univariate Analysis: An overview of central tendency, dispersion and skewness.

UNIT II Correlation and Regression Analysis: Two variable cases. Index Numbers: Meaning and types; Weighted aggregate indices – laspeyre's and Paasch's indices; Laspeyre's and Paasch's indices compared; Indices of weighted average of (price- quantity) relatives; Test of adequacy; Special problems – shifting the base; splicing overlapping index series; Uses and problems.

UNIT III Probability Theory: Probability- classical, relative and subjective probability; Addition and multiplication probability models; Conditional probability and Baye's theorem. Probability Distributions: Binomial, Poisson and normal distributions; Their characteristics and applications.

Statistical Decision Theory: Decision Environment; Expected profit under uncertainty and assigning probabilities; Utility Theory.

UNIT IV Sampling: Sampling and Sampling (probability and non-probability) methods; Sampling and non-sampling errors; Law of large numbers and central limit Theorem; Sampling distributions and their characteristics. Statistical Estimation and Testing: Point and interval estimation of population mean, proportion and variance; Statistical testing – hypotheses and errors; sample size; Large and small sampling tests – Z tests, T tests and F tests.

UNIT V Non Parametric Tests: Chi-square tests; Sign tests; Wilcoxon Signed – Rank tests; Wald –Wolfowitz tests; Kruskal-Wallis test. Statistical Quality Control: Causes of variations in quality characteristics; Quality control chart- purpose and logic; Constructing a control chart – computing the control limits (X and R charts); Process under control and out of control; Warning limits; Control charts for attributes- fraction defectives and number of defects; Acceptance sampling.

References:

1. Heinz Kohler: Statistics for Business & Economics, Harper Collins, New Delhi
2. Hien, L.W: Quantitative Approach to Managerial Decisions, PH New Jersey
3. Hooda, R.P: Statistics for Business and Economics, Macmillan, New Delhi
4. Kothari C.R.: Quantitative Technique
5. Lawrence B. Morse: Statistics for Business & Economics. Harper Collins, NY
6. Levin, Richards I, and David S Rubin: Statistics of Management, PH, Delhi
7. Viswanatham “Business Statistics: An Applied Orientation”, Pearson Education, New Delhi.
8. Watsnam Terry J. and Keith Parramor: Quantitative Methods in Finance, International Thompson Business Press.

MFC 1.5 MARKETING MANAGEMENT

Objective

The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Course Input

UNIT I Basics of Marketing: Meaning, Importance, Scope of Marketing; Marketing elements and Strategies, Marketing Environment; Marketing and Economic Development Process; Marketing Organisation.

UNIT II Marketing Management and Studying Consumers Behaviour: Marketing Management Process:-Planning & Market Segmentation, Marketing Research & Marketing Information System; Consumers Behaviour and Marketing Strategies

UNIT III Product Management & Pricing Strategies: Meaning and Importance of product decision, Product Classification, Product Life Cycle (PLC) and marketing Strategies; Branding & Packaging; Pricing

objectives, factors of pricing methods, and pricing policies.

UNIT IV Promotion & Placement Strategies; Meaning and importance of Communication and Promotion, elements of communication, tools of promotion, Objectives and Strategies of Promotion; Meaning and importance of Distribution, Physical Distribution System, Wholesaling and Retailing practices in India.

UNIT V Marketing in Indian Practice: Rural & Agricultural Marketing; International Marketing; Cyber Marketing; Co-operative Marketing; Green Marketing.

References:

1. Etzel, M.J.: Marketing-Concepts and Cases, Tata McGraw Hill, New Delhi.
2. Keegan: Global Marketing Management, Pearsons, New Delhi.
3. Kotler Philip and Armstrong Gary: Principles of Marketing, Pearsons, New Delhi
4. Kotler, P.: Marketing Management, Pearsons, New Delhi.
5. Kumar: Marketing & Branding, Pearsons, New Delhi.
6. Majumdar, Ramanuj : Product Management in India, Prentice Hall, New Delhi
7. Mathur: Strategic Marketing Management, McMillan.
8. Mohr: Marketing of Higher Technology Products and Innovations, Pearsons, New Delhi
9. Perreault, W.D. and Mc Carthy, E.J.: Basic Marketing, Tata McGraw Hill, 2007. New Delhi.
10. Ramaswamy & Namkumari: Marketing Management, McMillan, New Delhi.
11. Ramaswamy, Namkumari : Marketing Management , Macmillan, Calcutta.
12. Saxena, R: Case Studies in Marketing : The Indian Context. PH , New Delhi.
13. Srinivasan: Case Studies in Marketing, Prentice Hall of India, New Delhi.
14. Stanton, William: Fundamental of Marketing; Tata Mc Graw Hill Publication, New Delhi
15. Mc Carthy: Marketing Management
16. Pillai R. S. N and Bagavathi., Modern Marketing: Principles and Practices, S. Chand.

MFC 1.6 FINANCIAL MANAGEMENT

Objective

The objective of this course is to enable the students to understand the fundamentals of financial management in the context of a corporate entity. It attempts to acquaint them with different dimensions of financial management with a focus on the application of the relevant tools and techniques of financial decision-making aimed at shareholder's wealth maximization.

Course Input

UNIT I Introduction: Nature and Scope of Financial Management; Financial Goals-Conflict of interest between the stakeholders; Functions of Financial Manager, Changing Financial Environment, , Emerging Challenges faced by the Finance Manager.

UNIT II Financing Decisions: Sources of Long term Capital-Equity, Debt, Term Loan, Preference share, Hybrid Securities, Internal Funds-

Issues relating Financing Decisions.

Cost Of Capital: Computation of Cost of Equity-Cost of Debt-Cost of Preference Capital-Cost of Internal reserve-Weighted Average Cost of Capital.

UNIT III Leverage and Capital Structure Analysis: Analysis of Operating Leverage and Financial Leverage-Combined Financial and Operating Leverage

Concept of Capital Structure-Determinants-Theories of Capital Structure-Relevance and Irrelevance-Problems of Optimal. Capital Structure

UNIT IV Long Term Investment Analysis: Investment Idea Generation-Tools and Techniques of Analysis-Risk Analysis in Capital Investment Decisions

Dividend Decisions: Issues in Dividend Decisions-Models and Theories of Dividend-Forms of Dividend-Corporate Dividend Behavior.

UNIT V Short Term Asset Management: Strategic Planning and Estimation of Short Term Funding Need-Financing Sources- Computation of Cost of Short Term Fund.

Management of Cash, Inventory and Receivables

References:

1. Arnold, G.C: Corporate Financial Management, Financial Times Pitmom Publishing
2. Atrill. P: Financial Management for Non-Specialists, Prentice Hall
3. Besant Raj. A: Corporate Financial Management, Tata McGraw Hill
4. Block & Hirt: Foundation of Financial Management, Irwin Homewood.
5. Boltmam & Conn: Essentials of Managerial Finance, Hongnton & Mifflin
6. Brealy, R.A and Myers, S: The Principle of Corporate Finance, McGraw Hill Internal.
7. Brigham and Ehrhardl: Financial Management- Theory and Practice, Thompson
8. Brigham and Houston: Fundamentals of Financial Management, Thompson
9. Chandra Prasanna: Financial Management, Tata McGraw
- 10.Cooper, Kaplani and E: Mastering Finance, Financial Times.
- 11.Damodaran Aswath: Applied Corporate Finance, Wiley Student Edition
- 12.E.J. Mclancy: "Business Finance: Theory and Practice", Pearson Education.
- 13.Gitmam, L.J: Principles of Management Finance, Addison- Wasley
- 14.Higgins, R.C: Analysis on Financial Management, Irwin, McGraw Hill
- 15.Hill and Sartoris: Short Term Financial Management, Prentice Hall
- 16.Hompton, John: Financial Decision Making: Concept, Problem & Cases, Prentice Hall India
- 17.Joseph. P. Ogden, Frank.C.Jen and Philip.F.O' Conner: Advanced Corporate Finance: Policies and Strategies, Pearson Education
- 18.Joy, O.M.: Introduction to Financial Management, Irwin, Home wood
- 19.Keown, Scott & Martin: Basic Financial Management, Prentice Hall India
- 20.Khan and Jain: Financial Management-, Tata McGraw
- 21.Krep and Wacht: Financial Administration, The Oryden Press Illinuis
- 22.Lery.H and Sarnet,M: Capital Investment and Financing Decisions, Prentice Hall International

23. Lery, H and Sarnet, M: Principles of Financial Management, Prentice Hall
24. Levy & Alderson: Principles of Corporate Finance, South-Western College Publishing
25. Lumbly, S: Investment Appraisal and Financing Decisions, Chapman and Hall
26. Pandey I.M: Financial Management, Vikash Publishing
27. Peterson, Pamela: Financial Management & Analysis-, McGraw Hill
28. Pike and Neale: Corporate Finance and Investment: Decisions and Strategies, Prentice Hall of India
29. Rao, R.K.S: Financial Management: Concept and Application, McMillan
30. Ravi Kishore: Financial Management, Taxmann
31. Ross, Wester field and Jaffe: Corporate Finance, Tata McGraw Hill
32. Rustogi R.P: Concepts and Problem, Galgotia Publishing
33. Samuels, J.M., Wirkes, F.M. and Bryshaw. R.E: Management of Company Finance, Chapman and Hall
34. Shapiro and Balbiren: Modern Corporate Finance, Pearson Education
35. Shivanamu.S: Corporate Finance, Wheeler Publishing
36. Shurma, Dhiraj: Working Capital Management, Himalaya
37. Sridhar A.N: Financial Management: Problems & Solutions, Shroof Publishers & Distributors
38. Viswanathan, S.R: "Corporate Finance: Theory and Practice", Response Books
39. Vom Horne: Financial Management and Policy, Prentice Hall of India
40. Watson and Head: Corporate Finance: Principles & Practice, Pearson Education
41. Bhattacharya, Working Capital Management, PHI

In addition, the students are expected to refer to RBI Bulletins, Economic Times

and Other Business newspapers and Finance related Journals and Magazines

on a regular basis to keep themselves update about the recent developments.

MFC 1.7 BUSINESS AND FINANCIAL ENVIRONMENT

Objective

The Course develops ability to understand and scan business environment analysis opportunity and take decisions under uncertainty.

Course Input

UNIT I. Glimpse of Business Environment: Business in 21st century, Relevance of

Business Environment, Types of Business Environment. Scanning of Business Environment.

UNIT II. Economic Environment: Fiscal Policy, Monetary Policy, Physical Policy, Industrial Policy.

UNIT III. Government and Business, Social Responsibility of Business, Institutional Frame work of Business, Globalization and Indian Business.

UNIT IV. National Economic Planning in India and Business Economic Problems

in India, Poverty, Unemployment –infrastructure, Inflation, Industrial Sickness, Non Economic Policy and MNCs.

UNIT V. Institutional Support & Business, WTO, Trading Blocks IBRD/World

Bank & IMF, UNCTAD, MNCs, Regional Associations/Centres.

References:

1. Adhikary, M: Economic Environment of Business, Sultan Chand & Sons, New Delhi
2. Ahluwalia, I.J: Industrial Growth in India, Oxford University Press, Delhi.
3. Alagh, Yoginder K: Indian Development Planning and Policy, Vikas Pub, New Delhi
4. Aswathappa, K: Legal Environment of Business, Himalaya Publication, Delhi
5. Chakravarty, S: Development Planning, Oxford University Press, Delhi.
6. Daniels "International Business, Environment and Operations ", Pearson Education, New Delhi
7. Dhingra: The Indian Economy, Sultan Chand
8. Hanke: Business Forecasting, PHI
9. Ghosh Economic Environment of Business, Vikas
10. Ghosh, Biswanath: Economic Environment of Business, Vikas Pub, New Delhi.
11. Govt. of India; Economic Survey, Various Issues.
12. K. Aswathappa: Essential of Business Environment, Himalaya Publication
13. Mishra & Puri: Economic Environment of Business, Himalaya Publication
14. Ramaswamy, V. S. and Nama Kumari: Strategic Planning for Corporate Success, Macmillan New Delhi
15. Sengupta Government and Business, Vikas
16. Sengupta, N. K: Government and Business In India, Vikas Publication, New Delhi.
17. Justice Paul, International Business, PHI
18. Cherunillum, International Business, PHI

MFC 1.8 FINANCIAL MARKETS AND INSTRUMENTS

Objective

This course aims to provide students with an understanding of the structure, organization and working of financial markets and institutions in India.

Course Input

UNIT I Introduction: Nature and role of financial system; Financial markets; Financial system and economic development; Indian financial system an overview. Measuring the health of the Financial System.

Financial Markets: Money and capital markets; constituents, function and instruments; Recent trends in Indian Financial Market. Regulation of the Indian Financial Market.

UNIT II Reserve Bank of India: Management and basic functions.

Regulatory Role of RBI

Commercial Banks: Functions; Present structure of banking; Recent developments and Challenges in commercial banking.

UNIT III Development Banks: Concept; objectives, and functions of development

banks; IFCI, SIDBI; State Development Banks, State Financial Corporations. Changing Role and Challenges faced by DFI's

Insurance Sector: Objectives, Functions, Changing Role, Risk

Management; Product Profile; Insurance Regulatory and Development Authority-Role and Functions.

UNIT IV Non-Banking Financial Institutions: Concept and role of non-banking

financial institutions; Sources of finance; Functions of non-banking financial institutions; Investment policies of non-banking financial institutions in India and recent guidelines.

Mutual Funds: Concept, performance appraisal, and regulation of mutual funds (with special reference to SEBI guidelines); Designing and marketing of mutual funds schemes; Latest mutual fund schemes in India-an overview.

UNIT V Merchant Banking: Concept, function and growth; Government policy on merchant banking services; SEBI guidelines; Future of merchant banking in India.

Foreign Investments: Types, trends and implications; Regulatory framework for foreign investments in India. FII, FDI, ADR, GDR and other sources of Funds. Implications of Foreign Investment in the Indian Economy.

References:

1. Avdhani: Investment and Securities Markets in India, Himalaya Publication, Delhi.
2. Averbach, Robert D; Money, Banking and Financial Markets; MacMillan, London.
3. Bhole, L.M. :Financial Markets and Institutions, Tata McGraw Hill, Delhi.
4. Ghosh, D: Banking Policy in India, Allied Publication, Delhi.
5. Giddy, I.H: Global Finance Markets, A.I.T.B.S., Delhi.
6. Khan, M.Y: Indian Financial System, Tata McGraw Hill, Delhi.
7. Reserve Bank of India, Various Reports, RBI Publication, Mumbai.
8. Srivastava R.M: Management of Indian Financial Institutions; Himalaya Publishing House, Mumbai.
9. Varshney, P.N: Indian Financial System, Sultan Chand & Sons, New Delhi.
10. Verma JC, Guide to Mutual Funds and Investment Portfolio, Bharat Publishing House, New Delhi.
11. Gomez et al, Financial Markets, Institutions and Financial Services, PHI

MFC 2ND SEMESTER

MFC 2.1 MANAGEMENT OF FINANCIAL INSTITUTIONS

Objective

The objective of the present course is to provide a comprehensive knowledge to the students about the role of the depository financial institution in the economy and the way these institutions, specially the commercial banks manage the asset and liabilities side of the balance sheet.

Course Input

UNIT I Introduction Financial Intermediaries and their Economic functions, Efficiency and stability of the financial institutions – Role of financial regulations -Measuring the efficiency of Financial Intermediaries, Challenges before the financial institutions.

UNIT II Management of Capital and Liabilities

Risk based Capital Standards – Composition of bank capital –Basel norms. Bank Liabilities – Composition – Funding costs and Banking risk.

UNIT III Management of Loans and Investments

Loan Management – Principles of sound bank lending – Credit analysis and pricing of Commercial loan, Management of Nonperforming Assets.

Investment Management – Objectives of Investment Portfolio – Risk vrs Return Characteristics- Investment strategies.

UNIT IV Management of Income and Liquidity

Income determination – Structure of Income and Expenditure – Allocation of Income – Determining factors of Income allocation.

Liquidity – Sources of liquidity – Asset vs. liability liquidity –

Estimation of liquidity needs and liquidity management theories –

Management of Primary reserve and Secondary reserve –

Problems of liquidity management.

UNIT V Strategic Management

Management of risk exposures, Corporate Governance in Banks, Commercial Banks and Inclusive growth

References:

1. Srivastava R.M and Nigam Divya “Management of Indian Financial Institutions” Himalaya Publishing House
2. Altman, Edward “Handbook of Financial Markets and Institutions” Wiley New York
3. Fabozzi, Frank J & Franco M.G “Financial Markets and Institutions” Prentice Hall of India
4. Reed, Edward W “Commercial Bank Management” Harper and Row New York
5. Robicheck A.A, Coleman A.B and Hempal G.H “Management of Financial Institutions – Notes and Cases” Dryden Press
6. Grosse H.D “Management policies of Commercial Banks” Prentice Hall Inc
7. Roland, Robinson “Financial Institutions” Richard D Irwin Inc Homewood Illinois
8. Bradley, S.P and Dnignt B.C “Management of Bank Portfolio” John Wiley and Sons Inc
9. Cooper S.K & Fraser D.R “The Financial Market Place” Adison – Wisley Publishing Company
10. Levison Marc “Guide to Financial Markets” The Economists
11. Rose and Fraser “ Financial Institutions” Business Publications Inc
12. Jadhav Narendra “Challenges to Indian Banking : Competition, Globalisation and Financial Markets” Mc Millan India
13. Polakoff, Murray E. et al “Financial Institutions and Markets” Houghton Mifflin Co
14. Hempel, George H & Yawitz, Jess B “Financial Management of Financial Institutions” Englehood Cliffs . NY
15. Panl Nadler “Commercial Banking in the Economy” Random House . NY
16. Cross Howard & Hempel George “The Management of Bank Funds” Englewood Cliffs Prentice Hall
17. Lyon, Roger A “Investment Portfolio Management in a Commercial Bank”

Rutgers University Press

18. Crosse Howard "Management Policies for Commercial Banks" Prentice Hall

Inc

19. IIBF "General Bank Management" Mc Millan

20. IIB "Indian Financial System and Commercial Banking" Mc Millan

21. Fabozzi, Modigliani, Jones & Ferri "Foundations of Financial Markets and Institutions" Pearson Education

22. Hatler Gerald "Bank Investments and Fund Management" Mc Millan

23. Gupta L.C "India's Financial Markets and Institutions" SCMRD, Chennai

24. Gup Benton "Financial Intermediaries : An Introduction" Houghton Mifflin Co

25. Saunders and Cornett "Financial Markets and Institutions" Tata Mcgraw Hill

26. Bidani, Mitra & Kumar "Credit Risk Management" Taxmann

27. Carol Alexander "Mastering Risk" Vol.I &Vol.II Financial Times Pearson Education

28. Beaver & Parker "Risk Management: Problem and Solutions" Mc Graw International

29. IIBF "Risk Management" Mc Millan.

30 Gomez et al, Financial Markets, Institutions and Financial Services, PHI

31. Fabozzi and Modigliani, Capital Markets, PHI.

MFC 2.2 ACCOUNTING FOR MANAGERIAL DECISIONS

Objective

The objective of this course is to acquaint students with the accounting concepts,

tools and techniques for managerial decisions

Course Input

UNIT I Introduction: Management Accounting as an area of Accounting;

Objectives, nature, and scope of Cost Accounting, and Management

Accounting; Management Accounting and managerial decisions;

Management accountant's position, role, and responsibilities.

Cost Classification: Statement of Costs, Cost Ascertainment, Job

Order Cost System and Process Cost System.

UNIT II Marginal Costing and Break-Even Analysis: Concept of Marginal

Cost; Marginal Costing and Absorption Costing; Cost-volume-profit

analysis; Break-even analysis; Decisions regarding sales-mix, make

or buy decisions and discontinuation of a product line, etc.

UNIT III Budgeting: Meaning and Importance, Essentials of budgeting; Types

of Budgets- Functional, Master, etc; Fixed and Flexible budget;

Budgetary control; Zero-base budgeting; Performance budgeting.

UNIT IV Standard Costing and Variance Analysis: Standard costing as a

control technique; Setting of standards; Variance analysis- meaning

and importance, kinds of variance and their uses – materials, labour

and overhead variance;

Responsibility Accounting: Meaning and significance of

responsibility accounting; Responsibility centers – cost center, profit

center and investment center; Performance measurement of

responsibility centers.

UNIT V Activity-Based Costing;

Reporting to Management:

Balanced Scorecard.

References:

1. Horngren Charles T, George Foster and Srikanta M. Dattar: Cost Accounting: A Managerial Emphasis, Pearson
2. Banerjee, B. Cost Accounting, PHI
3. Jawahar Lal, Cost Accounting, Tata McGraw
4. Horngren, C.T. Gary L. Sundem and William O. Stratton: Introduction to Management Accounting, Pearson
5. Khan, M. Y., and Jain, P. K., Cost Accounting, Tata McGraw
6. Maheswari, S. N., Principles of Cost Accounting, Sultan Chand
7. Lall, B.M., and I.C. Jain: Cost Accounting: Principles and Practice, PHI
8. Pandey, I.M, Management Accounting, Vani
9. Kaplan, Management Accounting, PHI.
10. Kishore, R. M., Cost and Management Accounting, Taxman
11. Drury, C., Management and Cost Accounting, Thomson

MFC 2.3 RISK AND INSURANCE MANAGEMENT

Objective: This course aims at developing necessary skills for applying the principles of financial analysis to management of funds by commercial banks and

the insurance sector.

Course Input

UNIT I: Basic Concepts of Risk Management and Insurance

Meaning of risk: Basic categories of risk, methods of dealing with risk;

Meaning and objective of risk management; Concepts and features of insurance;

Types of insurance contract and fundamental principles of insurance; Cost benefit of insurance to the society

UNIT II: Insurance Regulatory Act, 1999 and Insurance Market

IRDA ACT 1999, Meaning, Objectives, Duties, Powers and Functions of Authority, Globalization of Indian Insurance, Privatization and Challenges before

the Insurance Industry, Need for Reforms and Reforms Strategy.

UNIT III : Life Insurance

Definition, Features and Principles of Life insurance, Procedure for taking a policy, Policy conditions, Premium Plans, Calculation of Premium,

Settlement

of Claims.

UNIT IV: Fire and Marine Insurance

Principles, Policy conditions, Types of policies, Clauses and factors of Marine Insurance, Settlement of claims (Both Fire and Marine Insurance).

UNIT V: Re-Insurance and Investment: General Features, Common terms, Features and Objects, Rights and Liabilities of Re-insurance, Principles of Reinsurance,

Methods.

Investment: Investment Principles, Types, Legal and Social aspect of Investment, Policies of Insurance Companies.

References:

1. Arif Khan, "Theory and Practice of Insurance" Educational Book House.

2. Sharma R. S., "Insurance Principles and practice" Vora, Delhi.
3. Greene and Trieschemann, "Risk Insurance", South Western Publishing Co.
4. Grieder and Beadles, "Principles of Insurance"
5. Mishra M. N. "Insurance principles & Parctice", S. Chand.
6. Palande, Shah & etc "Insurance in India" changing policies & Emerging Opportunities, Response Books.
7. Study Material of Insurance Institute of India, Bombay.
8. Ganguly Anand "Insurance Act", New Age International Publication.
9. Insurance Law Manual, Taxman, Delhi.
10. Holyake, "Insurance Management", AITBS Publication.
11. Darfman, Introduction to Risk Management and Insurance

MFC 2.4 INVESTMENT ANALYSIS AND EQUITY RESEARCH

Objective

This course exposes the students to the various concepts of investment management and provides an in-depth study of various issues there under.

Course Input

UNIT I. Elements of Investment: Meaning and Objective of Investment, Investment Vs. Speculation Vs. Gambling, Approaches to Investment Decision Making, Risk in Investment, Investment Alternatives.

Non-Marketable Financial Assets, Non-Financial Assets, Bonds, Equities and Hybrid investments.

UNIT II. Securities Market, Primary Equity Market, Secondary Equity Market, trading and Settlement, Buying and Selling of Shares, Stock Market Indices Depositories.

UNIT III. Fundamental Analysis: Economic analysis, Industry analysis and Company analysis

UNIT IV. Technical Analysis: The Dow Theory, Different Charting Techniques, Technical Indicators

Efficient Market Analysis: Weak, Semi strong and market, Testing of Different forms of Market, Efficiency and their significance.

UNIT V. Bond Valuation: Bond Characteristics, Risk in Bond, Bond prices and Bond Yields Duration. Equity Valuation: Balance Sheet Valuation, Dividend Discounting Models.

References:

1. Agarwala, K.N and Deeksha Agarwala: Bulls, Bears and The Mouse, Macmillan,
2. Cheney, J. and E. Muses: Fundamentals of investments, paul, New York.
3. Clark James Fransis: Investment Analysis and Management, Mc Graw Hill,
4. Dalton John M: How the Stock markets works, Prentice Hall Delhi.
5. Domodran: Investment Valuation, John wiley, New York.
6. Fabozzi Frank J: Investment Management, PH, International Edition.
7. Fischer Donal E. and Ronald J. Jordan: Security Analysis and Portfolio Management, PHI
8. French Don: Security and Portfolio Analysis, Merni Publishing Co.

9. Kevin S: Portfolio Management, Prentice Hall, New Delhi
10. Machi raju H.R.: Working of Stock Exchanges in India; Wiley Eastern Ltd.; New Delhi.
11. Merbert B. Mayo: Investments, Fryden Press.
12. Sharpe William F., Gordon J. Alexander and Jeffery J Bailey: Investments, Prentice Hall.
13. Smith Richard D: Profit Investments, West Publishing Company.
14. Chandra, P., Investment Analysis and Portfolio Management
15. Kelvin, Security Analysis and Portfolio Management.
16. Bhalla V. K., Investment Management, S. Chand.

MFC 2.5 MERCHANT BANKING AND FINANCIAL SERVICES

Objective

To know conceptual, functional and regulatory aspects of Indian Capital Market,

Merchant Banking and other financial services.

Course Input

UNIT I. Indian Securities Market: Introduction to securities market, Market structure, Participants, Instruments and Regulations, Recent Developments. Globalisation of Indian Securities Market.

UNIT II. Secondary Market Operations: Conceptual issues on Regional Stock Exchanges, National Stock Exchange, OTCEI; Organizational Structures; Functional Aspect; Trading and Settlement Mechanism.

UNIT III. Evolution and Growth of Merchant Banking in India- Significance, Growth, Functions and Regulations, Business Ethics.

UNIT IV. Merchant Banking: Issue Management- Type of Issues, Marketing, Co-ordination and Pricing of Issues; Processing, Allotment, Listing, Loan Syndication, Portfolio Management, Wealth Management, Financial Planning

UNIT V. Depository Services and Credit Rating Services,

References:

1. F.J. Fabozzi : Capital Market , PHI
2. Anthony Saunders : Financial Markets: Introductions , TMH.
3. Mein Kohn : Financial Institutions: Markets , Oxford.
4. Investment: Merchant Banking, Indian Inst. Of Bankers, Mcmillan.
5. A.C. Fernnado : Indian Financial System, Pearson.
6. Mishkin, Eakins : Financial Markets: Institutions.
7. Gerald Krefetz : Stock Market Logic, Vision Books.
8. C.P. Jones: Investment, Wiley.
9. N. Gopalswamy: Capital Market, McMillan.
10. F.J. Fabozzi: Foundations of Financial Markets: Institutions, Pearson.
11. D.G. Luenbergcs :Investment Science, Oxford
12. Pathak : Indian Financial System, Pearsons
13. Indian Financial System, Tata Mc Grow Hill.
14. Machi Raju : Merchant Banking and Financial Services, Wiley Eastern.
15. S. Gurusammy : Financial Services and Markets, Thomson Publishing Hour.
16. Project Planning Analysis, Selection, Implementation and Review, TMGH.
17. SEBI Guidelines.
18. Tripathy, Financial Services, PHI

MFC 2.6 INTERNATIONAL BUSINESS

Objective

The objective of the course is to help students understand the conceptual framework of international business and thereof make financial decisions

Course Input

UNIT I Nature of International Business: Relevance of International Business, Process of Internationalization, Collaborative Strategies, Strategies For International business. Barriers to trade- Tariff and Non-Tariff, Triad and international Business.

UNIT II International Environment: Economic Environment: Economic system, structure, FDI , Free trade, competition, privatization, deregulation, Cultural Environment, Political & Legal Environment

UNIT III Export Import Strategies: Export Challenges, Choice of entry mode, Factors favoring export, Stages of Export, Pitfalls, Selection of market, Export intermediaries, Key export documents, Import Strategies, Import documentation, Third party intermediaries- Direct selling, Direct exporting, Indirect selling, Export management and Trading Companies.

UNIT VI International Trade Theories: Comparative Cost Theory, Theories of Specialisation, Theory of Country size, Factor Proportion Theory, Product Life Cycle Theory, Country similarities Theory.

UNIT V Financing of Foreign Trade and Institutional Infrastructure: Financing of Operation, Management of Foreign Exchange Risk, Settlement of International Transaction, Uses of Bills of Exchange, Forfeiting, Letter of Credit & Settlement, Factoring, IMF, World Bank, UNCTAD.

References:

1. International Business- Daniels, Radebaugh & Sullivan, Pearson Education
2. International Business- Rugman & Hodgetts, Pearson Education
3. International Business- Bennett, Pearson
4. International Business Environment- Cherunijam, Himalaya
5. International Business- Sharan
6. Justin, P., International Business, PHI
7. Cherunillum, International Business, PHI

MFC 2.7 MUTUAL FUND AND PORTFOLIO MANAGEMENT

Objective

The objective of the course is to impart conceptual knowledge and skills relating

to mutual fund and portfolio management.

Course Input

UNIT I. Portfolio: Risk & Return, Measurement & Analysis, Non satiation and risk aversion, diversification, borrowing and lending, utility theory and indifference curves, choice of portfolio and efficient set theorem

UNIT II. Portfolio Analysis: Marketing optimization, Sharpe's optimization, significance of Beta in the portfolio, investment objectives, process and policies.

UNIT III. CAPM, Factors Models, APT, Construction of Portfolio, Investment Strategy, execution, assets pricing, revision and measures of return and performance

UNIT IV. Managed Portfolio: Investment timing, performance measurement and

evaluation (different techniques), Foreign Portfolio Investment in India: Issues, Trends, Policies and Techniques.

UNIT V. Mutual Funds: Concepts, Origin, types, Regulation and Operations, Risk Factors, Performance Evaluation.

References:

1. SK. Barua, V. Raghunathan and J.R Varna: Portfolio Management, TMC.
2. Elton, Edwin J. and M.J. Gruser: Modern Portfolio Theory and Investment Analysis, John Wiley & Sons.
3. Graham, Benjamin & Davia L. Dodd: Security Analysis, M. Grow Hill
4. V.K. Bhalla: Investment Management, S. Chand, New Delhi
5. Fisher, Donald E. Jordan: Security Analysis and Portfolio Management
6. S. Francis, Jack Clarice: Portfolio Analysis
7. Sharpe, Alexander, Belly: Investment, Prentice Hall of India.
8. Russel, J. Fuller, Farrel Jr, Modern Investment and Security Analysis., M. Grow Hill
9. Lee Chang, F. Joseph: Security Analysis & Portfolio Management
10. MY. Khan: Indian Financial System, McGraw Hill
11. Resort A. Strang: Portfolio instruction and protection.

MFC 2.8 RESEARCH METHODOLOGY AND BUSINESS COMMUNICATION
Objective

This course aims at familiarizing the students with the process and techniques of scientific research and its relevance in the management decision making. This course also aims to help the students to acquire a broad view of communication skills.

Course Input

UNIT I Research: Meaning and Objectives, Types of Research, Role of Scientific Research in functional areas: Finance, Marketing, HRD and Production.

Research Methodology, Research Process and Defining Research Problems.

UNIT II Research Design: Sample Design, Methods and Techniques of Data Collection, Data Processing, Analysis and Interpretation of Data, Use of Statistical Techniques in Analysis and Interpretations.

UNIT III Proposal for a Report: Report Writing, Categories of Report, Parts of a Report, Presentation of a Report, Summer Placement Report.

UNIT IV Communication: Process of Communication, Barriers of Communication, Oral Communication Skills, Written Communication Skills.

UNIT V Business Skills: Technical Skills, Human Skills, Conceptual Skills, Strategic Skills, Personal Communication Skills and Written Communication Skills.

References:

1. Wilkinson & Bhandarkar, "Methodology & Techniques of Social Research" (Himalay)
2. Kothary, C. R. "Research Methodology, Methods & Technique" (Wiley Eastern)
3. Bajpai S. R., "Methods of Social Survey and Research" (Kitab Mahal,

Kanpur).

4. Hansraj, "Theory & Practice in Social Research".

5. Pannerselvam, Research Methodology, PHI

6. Doobey, Social Survey Research, PHI

MFC Third Semester

MFC 3.1 FINANCIAL DERIVATIVES AND RISK MANAGEMENT

Objective:

This course will familiarize the students in the application of various tools and techniques of financial risk management.

Course Input

UNIT I. Risk: Definition, types of Risk, Process of Risk Management, The tools

of risk Management.

Derivatives: Definition and Evolution of Derivatives, Derivatives

Markets, Types of Derivatives, Derivatives markets in India.

UNIT II. Futures Market: Functions of future market, Speculation and hedging, Price spread and hedging, futures and price stabilization, tests of efficiency, Financial futures as a mechanism of risk transference, spot and futures prices.

UNIT III. Financial Futures: Interest Rate futures, Currency Futures (Foreign Exchange) Stock index futures and Financial Futures in India. Risk Management

with Futures, Cost of Carry Model, Index Arbitrage, Purchasing Power Parity Theorem

UNIT IV. Options: Terminology and Methodology of Trading, Types of Options,

Option Pricing, Swaps, types of Swaps, Swap Valuation, and other Derivatives, Speculation with Options, Risk Management with Options & Futures.

UNIT V. Regulatory Framework of Futures & Derivatives: Regulatory bodies in major International Markets, Regulatory framework in India, Regulatory Instruments and needs, Accounting for Derivative Transactions.

References:

1. John C. Hill : Options, Futures & other derivatives, Pearsons

2. T.V. Somanathan :Derivatives, Tata Mc Graw Hill

3. Redhead : Financial Derivatives, Prentice Hall

4. Lasys Walter, Ixinton : Speculation, Hedg & Commodity Price Forecasting

5. Miller, H. ----: Financial Innovation and Market ----

6. Hill J. and T. Schneesis : Risk Reduction, Potential of Financial Futures

7. Jarrow and Rudd, Lrwin : Optional Pricing, Homewood, Irwin

8. Dubofsky and Miller, Derivatives: Valuation and Risk Management, Oxford University Press, New York.

9. Watsham. T., Futures and Options in Risk Management, Thompson, Asia

10.Wilmott. P., The Theory and Practice of Financial Engineering, John Wily and Sons, England.

11.Gupta, Financial Derivatives, PHI

12.Kumar, Financial Derivatives, PHI

MFC 3.2 INTERNATIONAL FINANCE

Objective

This course will help the students understand conceptual framework of international finance and its use in making financial decisions.

Course Input

UNIT I International Monetary and Financial System: Importance of International Finance; Bretton Woods Conference and afterwards, IMF and the World Bank; European Monetary System.

Balance of Payment and International Linkages: Components; International flow of Goods, Services and Capital; Coping with current account deficit.

UNIT II Foreign Exchange Markets: Determining Exchange Rates; Fixed and Flexible Exchange Rate System; Exchange Rate Theories; Participants in the Foreign Exchange Markets; Spot Markets; Exchange Rate Quotes; LERMS; Factors affecting Exchange Rates spot rates, forward exchange rates, forward exchange contracts; Foreign Exchange and Currency Possession; Information and Communication.

UNIT III Foreign Exchange Risk: Transaction Exposure, Translation Exposure and Economic Exposure; Management of Exposures internal techniques, netting, marketing, leading and lagging, Pricing Policy, Asset and Liability Management and Techniques.

Management of Risk in Foreign Exchange Markets: Forex Derivatives- Swaps, Futures and Options and Forward Contracts.

UNIT IV International Capital and Money Market Instruments; Salient features of different international markets, GDRs, ADRs, IDRs, Eurobonds, Euro loans, Repos, C.P.s, Floating Rate Instruments, Loan Syndication and Euro Deposits.

UNIT V Multilateral Financial Institutions: Role of IMF, IBRD and other Development Banks; International Investors and Foreign Investment Institutions.

Current Developments: International Indebtedness; Capital Account Convertibility- Pros and Cons; Innovations in International Financial Instruments.

References:

1. Apte, P.G: International Financial Management, Tata McGraw Hill, New Delhi,
2. Buckley, Adrian; Multinational Finance, Prentice Hall, New Delhi.
3. Eitman D.K. and A.I Stonehill, Eitman, Multinational Business Cash Finance, Addison Wesley, New York.
4. Henning C.N., W Piggot and W.H. Scott: International Financial Management, McGraw Hill, International Edition.
5. Levi, Maurice D: International Finance, McGraw Hill, International Edition.
6. Rodriquefe R.M. and E.E. Carter: International Financial management, Prentice Hall, International Edition.
7. Shaprio Alan C: Multinational Financial Management, Prentice Hall, New Delhi.

8. Yadav S., P.K. Jain and Max P., Foreign Exchange Markets, Macmillan, New Delhi.
9. Zeneff D. and J Zwick: International Financial Management, Prentice Hall, international Edition.
10. O' Connor DJ, Bueso AT: International Dimensions of Financial Management; Macmillan, New delhi.
11. Pilbeam Keith: International Finance: MacMillan Press, Hong Kong.
12. Melvin "International Money and Finance "Pearson, New Delhi.
13. Sharan. V., International Financial Management, PHI.

MFC 3.3 IT FOR MANAGERS

Objective

The objective of this course is to provide an understanding of computers, computer operating system, and application of relevant software in managerial decision making.

Course Input

UNIT I Modern Information Technology: Basic idea of Local Area Networks (LAN) and Wide Area Networks (WAN), E-mail, Concept and evolution of Internet, access devices, concept of a World Wide Web and internet browsing.

UNIT II Introduction to E-Commerce: Meaning and Concept; Electronic commerce versus traditional commerce; E-commerce and e-business; Business applications of e-commerce; Need for e-commerce, Ecommerce models, Electronic Payment Systems: Special features required in payment systems for e-commerce; Types E-cash and currency servers. e-cheques, credit cards, smart cards, electronic purses and debit cards; Security in e-commerce.

UNIT III Financial Application of Spread Sheets: working with EXCEL formatting,

Financial functions, chart features, working with graphics in Excel. SPSS Applications.

UNIT IV Introduction to Accounting Packages: Company Creation, Group and Ledger Creation, Voucher Entry, Maintenance of accounting books and final accounts, financial reports generation. Practical Knowledge on Tally Package.

UNIT V Management Information System:

References:

1. Diennes, Sheila S: Microsoft Office, Professional for Windows 95, Instance reference, BPB Publication, Delhi
2. Mansfield, Ron: The Compact guide to Microsoft office, BPB Publication, Delhi.
3. Norton, Peter: Working with IBM-PC , BPB Publication, Delhi.
4. O'Brian, J.A.: Management Information Systems, Tata McGraw Hill, New Delhi.
5. Ullman, J.O: Principles of Database Systems, Galgotia Publications, New Delhi.
6. Mudrick, Rose and Clapet, Information System for Modern Management, PHI.

7. Couden and Couden, Management Information System, PHI

8. Gupta A. K., Management Information Systems, S. Chand.

MFC 3.4 STRATEGIC MANAGEMENT

Objective

The objective of this course is to enhance decision making abilities of students in

situation of uncertainty in a dynamic business environment.

Course Input

UNIT I Concept of Strategy: Defining strategy, levels at which strategy operates;

Approaches to strategic decision making; Mission and purpose, objectives and goals; Functional level strategies.

Environmental Analysis and Diagnosis: Concept of environment and its components; Environment scanning and appraisal; Organisational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis.

UNIT II Strategy Formulation and Choice of Alternatives: Strategies stability, growth, modernisation, diversification, integration; Merger, take-over and joint strategies; Turnaround, divestment and liquidation strategies; Factors affecting strategic choice; Generic competitive strategies-cost leadership, differentiation focus, value chain analysis, bench marking.

UNIT-III Functional Strategies: Marketing, production/operations and R&D plans policies.

Personnel and financial plans and policies.

UNIT-IV Strategy Implementation: Inter-relationship between formulation and implementation; Issues in strategy implementation; Resource allocation.

Strategy and Structure: structural considerations, structures for strategies Organisational design and change.

UNIT-V Strategy Evaluation: Overview of strategic evaluation; Strategic control; Techniques of strategic evaluation and control, Problem in management and evaluation,

Global Issues in Strategic Management.

References:

1. David, "Strategic Management", PHI, New Delhi.
2. Bhattachary, S.K. and N. Venkataramin: Managing Business Enterprises: Strategies, Structures and Systems, Vikas Publishing House, New Delhi.
3. Budhiraja, S.B. and M.B. Athreya: Cases in Strategic Management, Tata McGraw Hill, New Delhi.
4. Christensen, C. Roland, Kenneth R. Andrews. Joseph L. Bower, Richard G. Hamermesh, Michael E. Porter; Business Policy: Text and Cases, Richard D. Irwin, Inc, Homewood.
5. Coulter, Mary K: Strategic Management in Action, Prentice Hall New jersey.
6. David, Fred R: Strategic Management, Prentice Hall, New Jersey.
7. Glueck, William F. and Lawrence R. Jauch: Business Policy and Strategic Management, McGraw Hill, International Edition.
8. H.Igor, Ansoff: Implanting Strategic Management, Prentice Hall. New Jersey.

9. Kazmi, Azhar: Business Policy, Tata McGraw Hill, Delhi
10. Michal, E Porter: The Competitive Advantage of Nations, Macmillan, New Delhi.
11. Mintzberg Henry and James Brian Quinn: The Strategy Process, PH, New Jersey.
12. Newmann William H. and James P. Logan: Strategy, Policy and central Management, South Western Publishing Co., Cincinnati, Ohio.
13. Sharma R.A.: Strategic Management in Indian Companies, Deep and Deep Publications, New Delhi.
14. Srinivasan : Strategic Management-The Indian Context-PHI
15. Aswathappa. K. and Reddy G. S., Business Environment for Strategic Management, Himalaya Publishing House.
16. Ghosh P. K., Strategic Management and Business Policy, Sultan Chand
17. Gupta, Golakata and Srinivasan, Business Policy and Strategic Management, PHI.

MFC 3.5 TAX PLANNING AND MANAGEMENT

Objective

To provide a conceptual idea about the various provisions of the Income Tax Act. related to the corporate sector and study the implications of these provisions on the tax planning of the companies.

Course Input

UNIT I Corporate Tax in India, Assessment of Corporate Assessee- Headwise Concept of Tax Planning. Tax Management.

UNIT II MAT, TDS, Advance Payment Tax, Self assessment, Tax Planning as residential status, Specific Management decision, Make or Buy, Lease or Own, retain or replace, Shut down or Continue, Double taxation relief.

UNIT III Tax Planning with reference to: Depreciation, Capital gain, House Property, Amalgamation & Merger.

UNIT IV Tax Planning for settling up new undertaking: Basis of Location, Basis of nature of business

Foreign Collaboration and Tax Planning: Technician fees, Royalties

UNIT V VAT, Rationale, Procedure of Calculation, Securities Transaction tax, Banking Transaction Tax, Fringe benefit tax, service tax.

References:

1. R.N.Lakhotia and Subash Lakhotia," Tax Planning for non-resident Indians", Vision books(P) ltd.
2. R.N.Lakhotia, " Corporate Tax Planning", ", Vision books(P) ltd.
3. Singhanian, V.K.: Direct Taxes: Law and Practic, Taxman's Publication, Delhi.
4. Bhagabati Prasad," Direct Tax Laws & Practices".

MFC -3.6 MARKETING OF SERVICES

Objective: The objective of this paper is to get the students conceptually clarified

and getting them being acquainted with applications of the marketing concepts

and strategies to services.

Course Input

UNIT-I-INTRODUCTION TO SERVICES: Meaning, definition, features and classification of services, Products Vs. Services; Economic development, Evolution & Growth of Service sector in India; Services Marketing Elements; Services Marketing Triangle; Strategic Planning; Factors stimulating the transformation of service economy.

UNIT-II SERVICES MARKETING PLANNING: Service Marketing Research; Service Marketing Planning, Market Segmentation (STP) and Positioning; Consumer Behavior, Customer Expectations, and Perception ; Managing Demand of Services; Service Encounter Management; Strategic Services Marketing and developing Service Competitive Advantage (SCA).

UNIT-III SERVICES MARKETING STRATEGIES: Gap Model and Service Quality Management; Service Expectations and Service Product Planning, Blue Printing and Interactive Marketing; Pricing of Services; Customer Education and Promotion of Services; Service Location and Placement of Services; Internal and External Marketing.

UNIT-IV CUSTOMER RELATIONSHIP MANAGEMENT: Managing People, Process and Physical Evidence; Basics of Customer Relationship Management-Understanding Customers expectations, Perceptions and Building Customers Relationship. Services Recovery and Managing Customer Waiting lines and Reservations..

UNIT-V MARKETING OF SERVICES IN INDIA: Financial services, Tourism Services, Education and Professional Services, Health services and I.T. & Communication services.

References:

1. Lovelock,C., "Services Marketing", Pearson Education Inc, New Delhi.
2. Zethimal,V.A., and Bitner,M.J., "Services Marketing", TataMacGraw Hill, New Delhi.
3. Shajahan, S., "Services Marketing", Himalayan Publishing House, New Delhi.
4. Rao, R., "Services Marketing", Pearson Education Inc, New Delhi.
5. Jha, S.M., "Services Marketing", Himalayan Publishing House, New Delhi.
6. Shanker, Ravi., "Services Marketing", Excell Book, New Delhi.
7. Apte,G., "Services Marketing",Oxfoed Publication,New Delhi.
8. Dyche,Jill., "The CRM Hand Book", Pearson Education Inc, New Delhi.
9. Mukharjee, Kaushik., "Customer Relationship Management", PHI Publication, New Delhi.
10. Balaji,B., "Services Marketing & Management", S.Chand & Company Ltd, New Delhi.
11. Mohamed,H.P., "Customer Relationship Management", Vikas Publishing House, New Delhi.
- 12.Avbdhani,V., "Marketing of Financial Services", Himalayan Publishing House, New Delhi.
13. Jha, S.M., "Social Marketing", Himalayan Publishing House, New Delhi.

MFC 3.7 CORPORATE RESTRUCTURING AND FINANCIAL ENGINEERING

Objectives

The objective of the present course is to provide the necessary knowledge and making the students aware of the various issues involved in M & A including corporate restructuring practices. The present paper also attempts to provide elementary knowledge, relations and the concepts of financial engineering to the students.

Course Input

Unit-I Introduction: Concept, rational, types and motives of merger and Acquisition, Theories of merger & tender offer, sources of value creation in merger & acquisition, Emerging trends and challenges in M &A market.

Unit-II Understanding Target Companies: Valuation: Different methods of valuation of Target co. & the firm. Fixation of exchange ratio. Measurement of cost & gains from M & A Financing M & A, methods and risk, Acquisition process.

Unit-III Corporate Restructuring & Strategic alliances:

Spin offs, Equity carve outs, stock splits, joint venture , share repurchase, LBO,MBO, International merger & restructuring.

Unit-IV Bid Strategies and Tactics: Defenses against take over, Evaluating merger performance, Post merger activities, Regulations merger & acquisitions, Role of institutional players in M & A.

Unit-V Financial Engineering: Concept, Scope & features, driving forces, financial engineers – conceptual & physical tools, innovation in debt & equity market, Hybrid Securities, Future trends & challenges to Financing Engineering.

References:

The students are directed to keep in touch with the recent developments in the relevant areas by referring the journals, news papers and magazines. In addition, they should refer to the following books.

1. Weston, Size & Johnson-“Takeover, restructuring and corporate Governance “Pearson education.
2. S. Shiva Ramu- Corporate growth through merger and acquisition response books.
3. Krekel, vander & Wouterse “Merger: An European approach to Techniques “Business books limited.
4. Short Robert “Business Merger” Prentice hall Inc.
5. Mason, Merton, Period & Tufano” cases in financial engineering: Applied studies in financial Innovation” Prentice hall.
6. Weston J. Fred “The role of merger in the growth of large firms” Green wood press.
7. P.S. Sundarsanam “The essence of merger & acquisitions “PHI.
8. Buono & James “The Human side of M & A” Jossey Bass publishers.
9. Verma J.C. “Bharat’s corporate merger & takeover” Bharat publishing house.
10. Hunt, Less, Grumbler & Vivians “Acquisitions-The Human Factor” London Business school.
11. Gaughan P.A. “Merger of Acquisition” Harper Collins.
12. Wright, Thompson, Chaplin & Robbie” Buy-ins and Buy outs” Graham &

Trot man.

13. Weston, Chung & Hoag "Merger, restructuring & corporate contro" PHI.

14. Marshall & Bansal "Financial engineering: A complete guide to financial innovation" PHI.

15. Sudi Sudarsanam "Creating value from merger and acquisitions: The challenger" person education.

16. Watson & Head "Corporate finance: Principles & Practice" pea son education.

17. Ross Wester field Jaffe "Corporate Finance" Tata mehraw Hill publishing co.

18. Van horne & wachowicz "Fundamental of Financial Management" PHI.

19. Pike & Neal "Corporate financial and Investment: Decisions & strategic" PHI.

20. Ogden, Jen & Cooner" Advanced corporate finance: policies & strategies" Pearson education.

MFC 3.8 TRAINING REPORTS

MFC FOURTH SEMESTER

MFC 4.1 STRATEGIC FINANCIAL MANAGEMENT

Objective

The objective of the course is to examine role of the finance managers in the management of Strategic financial position of the firm. The strategic choices in

investment and financing which enhance the share holder's value have been inducted in the course.

Course Input

UNIT I Introduction; Concept of Strategic Financial Management: Types of Financing and Investment Strategy, Strategy Component, Inter-relation between strategic choices, Strategic Financial Planning Process, Types of Strategic Financial Plans, Forecasting financial positions

UNIT II. Management of Long Term Growth: Expansion strategy, Divestment strategy, Determinants of success in the Growth Strategy, Impact of inorganic growth on corporate stake holders, Financing the long term growth.

UNIT III. Management of Global Finance: Domestic Financial Management Vrs.

International Financial Management, Capital Account Convertibility, International Financial Market ,International Investment Decisions, Role of International Financing Institutions, Risk Associated with International financing and Investment operations.

UNIT IV. Innovations in Financial Instruments: Sources of innovation, Characteristics and pricing of common stock and Bonds. Valuation of Financial Securities:, Hybrid Securities,

UNIT V. Emerging Area in Strategic Financial Management:- Corporate Risk Management, Corporate Governance, Managing Private Equity and Venture Capital, Management of Financial Distress.

References:

1. Joseph. P. Ogden, Frank.C.Jen and Philip.F.O' Conner: Advanced Corporate Finance: Policies and Strategies, Pearson Education

2. E.J. Mclancy: "Business Finance: Theory and Practice", Pearson Education.

3. Arnold, G.C: Corporate Financial Management, Financial Times Pitmom Publishing
4. Atrill. P: Financial Management for Non-Specialists, Prentice Hall
5. Brealy, R.A and Myers, S: The Principle of Corporate Finance, McGraw Hill Internal.
6. Cooper, Kaplani and E: Mastering Finance, Financial Times.
7. Lery.H and Sarnet,M: Principles of Financial Management, Prentice Hall
8. Lery.H and Sarnet,M: Capital Investment and Financing Decisions, Prentice Hall International
9. Lumby,S: Investment Appraisal and Financing Decisions, Chapmam and Hall
- 10.Samuels, J.M., Wirkes, F.M. and Bryshaw. R.E: Management of Company Finance, Chapmam and Hall
- 11.Ross, Wester field and Jaffe: Corporate Finance, Tata McGraw Hill
- 12.Watson and Head: Corporate Finance: Principles & Practice, Pearson Education
- 13.Brigham and Houston: Fundamentals of Financial Management, Thompson
- 14.Brigham and Ehrhardl: Financial Management- Theory and Practice, Thompson
- 15.Hill and Sartoris: Short Term Financial Management, Prentice Hall
- 16.Khan and Jain: Financial Management-, Tata McGraw
- 17.Vom Horne: Financial Management and Policy, Prentice Hall of India
- 18.Rao, R.K.S: Financial Management: Concept and Application, McMillan
- 19.Joy, O.M.: Introduction to Financial Management, Irwin, Home wood
- 20.Higgins, R.C: Analysis on Financial Management, Irwin, McGraw Hill
- 21.Gitmam, L.J: Principles of Management Finance, Addison- Wasley
- 22.Boltmam & Conn: Essentials of Managerial Finance, Hongnton & Mifflin
- 23.Shapiro and Balbiren: Modern Corporate Finance, Pearson Education
- 24.Pike and Neale: Corporate Finance and Investment: Decisions and Strategies, Prentice Hall of India
- 25.Levy & Alderson: Principles of Corporate Finance, South-Western College Publishing
- 26.Chandra Prasanna: Financial Management, Tata McGraw
- 27.Sridhar A.N: Financial Management: Problems & Solutions, Shroof Publishers & Distributors
- 28.Viswanathan, S.R: "Corporate Finance: Theory and Practice", Response Books
- 29.Damodaran Aswath: Applied Corporate Finance, Wiley Student Edition
- 30.Besant Raj. A: Corporate Financial Management, Tata McGraw Hill
- 31.Rustogi R.P: Concepts and Problem, Galgotia Publishing
- 32.Ravi Kishore: Financial Management, Taxmann
- 33.Shivanamu.S: Corporate Finance, Wheeler Publishing
- 34.Hompton, John: Financial Decision Making: Concept, Problem & Cases, Prentice Hall India
- 35.Block & Hirt: Foundation of Financial Management, Irwin Homewood.
- 36.Pandey I.M: Financial Management, Vikash Publishing

37. Shirma, Dhiraj: Working Capital Management, Himalaya

38. Keown, Scott & Martin: Basic Financial Management, Prentice Hall India

39. Krep and Wacht: Financial Administration, The Oryden Press Illinois

40. Peterson, Pamela: Financial Management & Analysis-, McGraw Hill

In addition, the students are expected to refer to RBI Bulletins, Economic Times and Other Business newspapers and Finance related Journals and Magazines on a regular basis to keep themselves update about the recent developments.

MC 4.2 CORPORATE GOVERNANCE AND BUSINESS ETHICS

Objectives

The objective of the paper is to provide a theoretical understanding of the issues

involved in corporate governance and business ethics from the perspective of a

company manager engaged in welfare of the stakeholders.

Course Input

UNIT I Corporate Governance (CG): Meaning, Historical Perspective, Issues in CG, Theoretical basis of CG, CG Mechanism, CG Systems, Good CG.

UNIT II Landmarks in the Emergence of CG, CG Committees , World Bank on CG, OECD Principles ,Sarbanes –Oxley Act,2002, Indian Committees and Guidelines ,CII Initiatives.

UNIT III Agents & Institutions in CG, Rights & Privileges of Shareholders, Investors Problems & Protection, CG & other Stakeholders, Role of Regulators & Government

UNIT IV Business Ethics: Importance & Need for Business Ethics, Unethical Behavior & Issues, Corporate Governance Ethics Ethics in Global Business,

UNIT V Ethics and CSR, Importance & Scope of CSR

Social Responsibility & Indian Corporations, Environmental Concerns

Ethics in the Business Decisions

References:

1. Fernando A. C., Corporate Governance, Pearson Education

2. Hartman L. P. , Business Ethics, Tata McGraw-Hill

3. Agalgatti B. H. & Krishna S., Business Ethics, Niraj Publication

4. Prasad, Corporate Governance, PHI

5. Valesqueze, Business Ethics, PHI

6. Das, Corporate Governance in India, PHI

MFC 4.3 COMMODITIES MARKET AND FUTURES

Objective

The objective of the course is to acquaint the students with the concepts of commodities futures and markets.

Course Input

UNIT I. Commodity Market: Concepts, Characteristics, Types of commodity markets in India, Organized, unorganized and regulated markets, Commodity exchange and the types of commodity traded in India.

UNIT II. Commodity Futures: Concepts, spot and future transactions, Origin of forward contracts, characteristics & requirement of future markets,

types of exchanges and futures, margin & players, Contract innovation and success.

UNIT III. Future Market & Prices: Contract innovation, electronic future trading,

Basis and Spread, Model of Future Prices, Arbitrage and cost of carry models, Future prices and expectations, Future prices and risk aversion

UNIT IV. Agricultural, Metallurgical and other future contracts using future markets: Price discovery, Speculation and hedging, Commodities with seasonal production and consumption stability.

UNIT V. Regulation of Future Markets: Regulatory instruments in India, Issues in regulation, FMC, NCEDEC, MCX & other exchanges.

References:

1. Stanton, Fundamentals of Marketing, Tata McGraw Hill
2. Kotler P., Marketing Management, PHI
3. Robert W. Kolb, Future Markets, PHI
4. Lexington, Mas D.S. Heota & Co.: Speculatra, Hedging & Commodity Price Forecasting
5. Pring M.J.: Hand book of Commodity and Futures, McGraw Hill
6. P.Ritehken, Option: Theory, Strategy and Application, Foresmanand Co.
7. S. Telser, Chicago Board of Trade : Returns to Speculators, CBOT
8. L. Venkatramanan, The Theory of Futures Trading- Asian Publishing House.
9. J.Williams, The Economic Functions of Futures Market, Cambridge University Press.
- 10.Kleinman G., Commodity Futures and Options, Taxman
- 11.Kolb R., Option: An Introduction, Miami, Kolb Publishers.
- 12.Hull, Options, Futures and Other Derivatives, PHI.

MFC 4.4 RETAILING & BRAND MANAGEMENT

Objective: The objective of this course is to facilitate understanding of the conceptual

aspects of Retail Management, Supply Chain Management and Brand Management.

Course Input

UNIT-IIntroduction to Retailing: Meaning, importance, Recent trends, Retail Management Decision Process, Types, Opportunities.

UNIT-II Retailing Management Decision: Retail Market Segmentation and Location study, Retail Customer Buying Behavior; Retail Marketing strategy; Retail Locations and Site selection.

UNIT-III Strategic Retail Marketing: Product and Merchandise Management, Pricing Strategies, Communication- Mix and Retailing Promotion; Store Layout and Management; Servicing Retail Customers.

UNIT-IV Supply Chain Management: Fundamentals of SCM; Demand Management, Operation Management; Logistic Management, Procure Management; Information and Technology; Performance Measurement and Control.

UNIT-V Brand Management: Meaning and Importance, types, Brand Planning; Brand Positioning; Brand Equity.

References:

1. Burman, Barry, Evans, J.E., "Retail Management", Pearson Education, New Delhi.
2. Levy, Michael, Weitz, a, Barton, "Retail Management", Tata-McGraw Hill, New Delhi.
3. Pradhan, Swapna, "Retail Management", Tata-McGraw Hill, New Delhi.
4. Gilbert, D., "Retail Management", Pearson Education, New Delhi.
5. Bajaj, C., Tal Rajnish., Srivastava, Nidhi., "Retail Management", Tata-McGraw Hill, New Delhi
6. Taylor, David A., "Supply Chain Management", Pearson Education, New Delhi.
7. Altekar., R.V., "Supply Chain Management", PHI Publishing House, New Delhi.
8. Handfield, R.B., Nicholas, E.L., "Supply Chain Redesign", Pearson Education, New Delhi.
9. Ogden, J.R., "Integrated Retail Management", Biztantra Publication.
10. Chunawalla., S.A., "Brand Management", Himalayan Publishing House, New Delhi.
11. Henry, D., "Brand Management", Himalayan Publishing House, New Delhi.
12. Ramesh Kumar, S., "Marketing and Branding", Pearson Education, New Delhi.
13. Education, New Delhi.

MFC 4.5 BUSINESS AND CORPORATE LAW

Objective

The objective of this course is to familiarize students with the relevant provisions

of various laws influencing business.

Course Input

UNIT-I-Indian Contract Act. Negotiable Instruments Act. Indian Stamp Act.

Copy Right Act.

UNIT -II MRTP Act, Indian Competition Act 2002, Consumer Protection Act, Patent Act.

UNIT- III Workmen Compensation Act, Sick Industries Companies Act, Appeals and Others.

UNIT- IV FERA and FEMA-2000, Exim-Policies, Competition Act.

UNIT- V Securities and Exchange Board of India (Amendment) Act, Indian Companies (Amendment) Act, Information Technology Act, Trademark Act.

References:

1. Avadhani V. A: SEBI Guidelines and Listing of Companies, Himalaya Publishing House, Delhi
2. Indian Contract Act, 1872.
3. SEBI Act 1992, Nabhi Publication, Delhi.
4. Securities (Contract and Regulation) Act, 1956.
5. Taxman's Company Act, (Latest), V. S. Datey.
6. Taxman's Masters Guide to Companies Act, 1998
7. Taxman's Mercantile Law, (Latest).
8. The Companies Act, 1956.

9. The Negotiable Instruments Act. 1881.
10. Singh, Avtar. Law Relating to Monopolies, Restrictive and Unfair Trade Practices, Eastern Book' Co.
11. Bhandari ML: Guide to Company Law Procedure- Vols I,II and III; Jain Book Agency, New Delhi.
12. Ramaiya A; Guide to Companies Act; Wadhwa Publishing, Nagpur.

MFC 4.6 ACCOUNTING STANDARDS AND CORPORATE REPORTING Objective

To provide an understanding of the accounting standards of ASB and IASB, and to study the corporate reporting practices in India.

Course Input

UNIT I Accounting Standards: Meaning and Importance, Historical development,

Accounting Standards in India: Objectives, Process of Standard Setting, Scope of Accounting Standards.

UNIT II Brief idea about first fifteen accounting standards developed by ASB.

(Special emphasis on AS-1,2,3,6, 10 and 14)

UNIT III Brief idea about other Accounting Standards, Developed by ASB.

(Special emphasis on AS-17,18,20,21,25 and 28)

UNIT IV IASB & IFRS: International Accounting Standards, Need for harmonization and standardization, US GAAP.

UNIT V Corporate Disclosure: Annual Reports: Directors Report & Auditor's Report, Accounting Reports, Modern Trends in Corporate disclosure.

References:

1. N. Das gupta: Accounting Standards: Indian International, Sultan Chand
2. L. S. Porwal : Accounting Theory, Tata McGraw
3. S. Rathore: International Accounting, Tata McGraw Hill
- E. R. Brown Lee II, K. R. Ferris & M. E. Haskins: Corporate Financial Reporting, Irwin
4. D.S.Rowat: Students' Guide to Accounting Standards, Taxman
5. A.K.Basu (University of Calutta): International Accounting Harmonisation
6. Jawahar Lal, Corporate Financial Reporting, Taxman.
7. Das Mohapatra, International Accounting, PHI

MFC 4.7 ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT Objective

The objective of the course is to sensitize the student about then role of SME sector in the economic development of the Country. The present course also includes discussion on various functions of a small scale units including tools and techniques for setting up small scale units.

Course Input

UNIT I. SSI Units: Entrepreneur, evaluation and Functions, Definition of SSI Unit

and entrepreneur Scope and Objective of SSI Units, Advantages & Short comings of small Industry and economic development, Developing entrepreneurial Skill.

UNIT II. Business Plan: Scope & Value of business plan, Sources of Information

of business ideas, Potential lenders and investors, Business acquisition and franchising, Use of PERT & CPM, Use of Electronic media & Internet Brand Production plan and Organisation plan, Short-comings in the business plan.

UNIT III. Project Management: Project Identification, Project Formulation, Project

Selection, Project Implementation, Preparation of Project Report.

Techno-Economic Feasibility Analysis, Social-Cost- Benefit Analysis

UNIT IV. Small Industry Support System: Need and Importance of Support System, NSIC, SIDU, SSIB, SISI, DIC, SIDBI, ICOS, Commercial banks, Venture Capital, Lease Financing Specialized institutions.

UNIT V. Global Competition & Survival: Global Competitiveness- Strategies for

SSIs, Sickness in SSIs- Symptoms reasons and remedies, Future growth Potential for SSIs. Survival: Global Competitiveness- Strategies for SSIs, Sickness in SSIs- Symptoms reasons and remedies, Future growth Potential for SSIs.

References:

1. V. Desai, Management of SSI
2. C.S.V. Mrtny: SSI and Entrepreneurship Development
3. R.V. Badi, E.N.V. Badi, Entrepreneurship
4. Dullisy: Entrepreneurship
5. Khanka S. S., Entrepreneurship Development, S. Chand.

MFC 4.8 FINAL PROJECT AND VIVA VOCE