

**INSTITUTE OF MANAGEMENT STUDIES**  
**SCHEME**

MBA ( FINANCIAL ADMINISTRATION) 2021-2023					
S NO	CODE	SUBJECT		NATURE	CREDIT
1	MS5C 502	Financial Management	Compulsory	DSC	3
2	MS5C 504	Cost And Management Accounting	Compulsory	DSC	3
3	MS5C 508	Macro Economics	Compulsory	DSC	3
4	MS5C 510	Legal And Business Environment	Compulsory	SEC	3
5	MS5C 516	Business Research Methods	Compulsory	AECC	3
6	MS5C 506	Financial Products And Services	Compulsory	DSC	3
7	MS5C 512	Organisational Behaviour	Compulsory	VAC	3
8	MS5C 514	Marketing Management	Compulsory	AECC	3
9	MS5C 552	Comprehensive Viva Voce	Compulsory	Virtual Credit	3

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Financial Administration) Batch 2021-23</b>			
<b>Semester II</b>			
Subject Name	FINANCIAL MANAGEMENT	Subject Code	MS5C-502
		Total Credits	03
<b>Subject Nature: Core</b>			
<b>Course Objective:</b> The objectives of this course are to help the students learn the concepts, tools and skills of financial analysis and financial management, and application in the efficient conduct of business.			
<b>Learning Outcome:</b> At the end of the course students should be able to: 1. Understand Concepts of Financial Management and their Application in Financial Analysis and Interpretation. 2. Use Financial Management Tools for Managerial Decision Making.			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			
<b>Unit – 1 Introduction</b>	<b>1.1.</b> Meaning and Objectives of Financial Management. <b>1.2.</b> Scope and Functions of Financial Management. <b>1.3.</b> Wealth Maximization v/s Profit Maximization. <b>1.4.</b> Short Term and Long Term Sources of Finance in India.		
<b>Unit–3 Ratio Analysis</b>	<b>3.1.</b> Liquidity Ratios. <b>3.2.</b> Profitability Ratios. <b>3.3.</b> Leverage Ratios. <b>3.4.</b> Activity Ratios. <b>3.5.</b> Calculation and Interpretation of Ratios.		
<b>Unit– 4 Investment and Financing Decisions</b>	<b>4.1.</b> Concept of Time Value of Money. <b>4.2.</b> DCF and Non DCF Methods for Evaluating Projects, <b>4.3.</b> Relationship between Investment and Financing Decisions, <b>4.4.</b> Cost of Debt & Bonds, Cost of Preference Share, Cost of Equity, Weighted Average Cost of Capital.		
<b>Unit –5 Leverage Analysis</b>	<b>5.1.</b> Determination of operating leverage, financial leverage and total leverage, <b>5.2.</b> Leverage and Financial Distress.		
<b>Unit–6 Statement of Changes in Financial Position</b>	<b>6.1.</b> Funds Flow Statement. <b>6.2.</b> Total Resource Method. <b>6.3.</b> Working Capital Method. <b>6.4.</b> Cash Method. <b>6.5.</b> Cash Flow Analysis.		

<p><b>Unit – 7 Capital Structure and Firms Value</b></p>	<p>7.1. Net Income Approach. 7.2. Net Operating Income Approach. 7.3. Traditional Approach. 7.4. MM Approach. 7.5. EBIT --- EPS Analysis. 7.6. ROI --- ROE Analysis.</p>
<p><b>Unit – 8 Dividend Decisions</b></p>	<p>8.1. Dividend Theories. 8.2. Factors Affecting the Dividend Policy. 8.3. Alternative Forms of Dividend. 8.4. Dividend Discount Model.</p>
<p><b>Unit – 9 Working Capital Management</b></p>	<p>9.1. Cash and Liquidity Management. 9.2. Credit Management. 9.3. Determination of Working Capital and its Financing. 9.4. CMA form for Working Capital.</p>
<p><b>Text Reading: Latest Editions</b></p> <ol style="list-style-type: none"> <li>1. Pandey, I.M. financial Management, Vikas Publishing House, New Delhi.</li> <li>2. Khan M.Y. and Jain P.K. Financial Management, Tata McGraw Hill, New Delhi.</li> <li>3. Keown, Arthu J., Martin, John D., Petty, J. William and Scott, David F, Financial Management. Pearson Education.</li> <li>4. Chandra, Prasanna; Financial Management TMH, New Delhi.</li> <li>5. Van Horn, James C., Financial management and Policy, Prentice Hall of India.</li> <li>6. Brigaham &amp; Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.</li> <li>7. Kishore, R., Financial Management, Taxmans Publishing House, New Delhi.</li> <li>6. D.N. Elhance, Veena Elhance and B. M. Aggrawal, “<b>Fundamentals of Statistics</b>”, Allahabad: Kitab Mahal.</li> </ol>	

**INSTITUTE OF MANAGEMENT STUDIES****M.B.A. (Financial Administration) Batch 2021-23  
Semester II**

<b>Subject Name</b>	<b>COST AND MANAGEMENT ACCOUNTING</b>	<b>Subject Code</b>	<b>MS5C-504</b>
		<b>Total Credits</b>	<b>03</b>

**Subject Nature: CORE****Course Objective:**

- To make the students to understand the Concept of Cost Accounting and Management Accounting.
- To make them understand importance of Cost & Management Accounting in managerial decision making

**Learning Outcome:**

At the end of the course students should be able to;

- Concepts of Cost accounting, its use and importance.
- Learning the concept of Management accounting and its use.
- Utilize Costing and Management Accounting techniques in decision making.

**Examination scheme:**

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems are compulsory.

**Course Contents**

<b>UNIT –I</b> Introduction to Cost Accounting	1.1. Concepts of Cost, Nature, Role and scope 1.2 Classification of Cost 1.3 Total Costing, Cost Reduction and Control
<b>Unit-2</b> Costing Methods	2.1 Unit Costing, 2.2 Job and Batch Costing 2.3 Contract and Process Costing 2.4 Operation Costing
<b>Unit-3</b> Standard Costing & Variance Analysis	3.1 Introduction to Standard Costing 3.2 Setting and Revision in Standard Costing 3.3 Calculation of different type of Variance 3.4 Concepts of Variance Analysis
<b>Unit- 4</b> Management Accounting	4.1 Introduction to Concept & Scope of Management Accounting 4.2 Functions and its limitation 4.3 Relationship with Cost and Financial Accounting 4.4 Decision Making role
<b>Unit -5</b> Cost-Volume Profit Analysis	5.1 Marginal Costing 5.2 Calculation of BEP and its interpretation in different situations 5.3 Cost and Volume Profit Analysis

<p style="text-align: center;"><b>Unit-6</b> Budgeting &amp; Budgetary Control</p>	<p>6.1 Introduction to Budget and its types 6.2 Advantages and Limitation of budgetary controls</p>
<p style="text-align: center;"><b>Unit-7</b> Decision Making</p>	<p>7.1 Concept of Decision Making 7.2 Numerical of decision making</p>

**Text Reading:**

- 1 Colin Drury; "Management & Cost Accounting" Thomson Learning.
- 2 Ravi M. Kishore; "Management Accounting & Financial Analysis" Taxman Publication.
- 3 Khan & Jain; "Management Accounting" Tata McGraw Hill.
- 4 D.K. Mittal; "Cost Accounting" Galgotia Publishing Company.
- 5 Ravi M. Kishore; "Management Accounting" Taxman Publication.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Financial Administration) Batch 2021-23</b>			
<b>Semester II</b>			
<b>Subject Name</b>	<b>FINANCIAL PRODUCTS AND SERVICES</b>	<b>Subject Code</b>	<b>MS5C-506</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• To be able to gain insight and through knowledge relating to the various aspects of corporate finance</li> <li>• To comprehend the various rules, regulations and guidelines setup for investors regarding the regulatory framework.</li> <li>• To develop an understanding towards the emerging financial services.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> <li>• To be able to suggest the financial options available for long term as well as short term finance.</li> <li>• Analyze various financial instruments present in the market and their regulations.</li> <li>• Define the investment pattern for investors at elementary level.</li> <li>• Articulate the risk and returns attached with the various kinds of financial instruments available in Indian market.</li> </ul>			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having			
SECTION – A : THEORY / NUMERICAL BOTH			
SECTION – B : LIVE CASE STUDY (BASED ON CURRENT AFFAIRS)– COMPULSORY			
<b>Course Contents</b>			
<b>UNIT –I</b> <b>Financial Services</b>	1.1 Introduction to Financial Services 1.2 Nature of Financial Services 1.3 Scope of Financial Services 1.4 Types of Financial Services 1.5 Fund Based Financial Services 1.6 Fee Based Financial Services		
<b>UNIT –II</b> <b>Leasing And Hire Purchase</b>	2.1 Introduction to Leasing 2.2 Meaning and Types of Leasing 2.3 Legislative Frameworks related to Leasing 2.4 Depreciation implecability with reference to Leasing 2.5 Problems on Depreciation – Straight Line Method and Reducing Balance Method 2.6 Problems on Leasing with Tax imposition 2.7 Introduction to Hire Purchasing 2.8 Concept and features of Hire Purchase 2.9 Tax and depreciation implication 2.10 Problems on Hire Purchase		

<p align="center"><b>Unit-III</b></p> <p><b>Credit Rating And Securitization Of Debt</b></p>	<p>3.1 Introduction to Credit Rating  3.2 Definition and Meaning of Credit Rating  3.3 Process of Credit rating of Financial instruments  3.4 Rating methodology  3.5 Introduction to various Rating Agencies  3.6 Rating Symbols of different companies  3.7 Securitization of Debts- Meaning and Features  3.8 Special Purpose Vehicle, Pass through certificate and mechanism  3.9 Benefits of Securitization  3.10 Issues of Securitization</p>
<p align="center"><b>Unit-IV</b></p> <p><b>Depository Services</b></p>	<p>4.1 Introduction to Depository services  4.2 Role of depositories in Indian Market  4.3 Advantages of the Depository system, NSDL and CDSL, Depository participants and their roles  4.4 Stock broking services including SEBI guidelines</p>
<p align="center"><b>Unit-V</b></p> <p><b>Mutual Funds</b></p>	<p>5.1 Introduction to Mutual Fund  5.2 Structure of Mutual Funds , Types of Mutual Funds  5.3 Exchange Traded Funds ,Hedge Funds and Advantages of Mutual Funds  5.4 Accounting Aspects and Performance Evaluation of Mutual Funds  5.5 Regulations relating to Mutual Funds</p>
<p align="center"><b>Unit-VI</b></p> <p><b>Factoring and Forfeiting</b></p>	<p>6.1 Introduction to concept of Factoring  6.2 Types, Mechanism, Advantages and Disadvantages of Factoring  6.3 Introduction to concept of Forfeiting  6.4 Types, Mechanism, Advantages and Disadvantages of Forfeiting, Difference between Factoring and Forfeiting with the help of numerical</p>
<p align="center"><b>Unit-VII</b></p> <p><b>Credit Cards</b></p>	<p>7.1 Introduction to Credit Cards and its Concept  7.2 Operational Procedure related with the working of Credit Card mechanism  7.3 Advantages and Disadvantages of Credit Cards</p>
<p align="center"><b>Unit-VIII</b></p> <p><b>Venture Capital Finance</b></p>	<p>8.1 Concept of Venture Capital Finance  8.2 Procedure to obtain Venture Capital Finance  8.3 Importance and advantages of Venture Capital Finance</p>
<p><b>Learning Resources:</b></p> <p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>1. Bharti Pathak “Indian Financial System”, Pearson Education</li> <li>2. M.Y.Khan “Financial Services”, Tata McGraw Hill.</li> <li>3. SEBI Manual, Taxman</li> <li>4. RBI Manual, Taxman</li> <li>5. Harsh V Verma, Marketing of Services, Global Business Press 6.Meir Kohn, Financial Institutions and Markets, Tata McGraw Hill.</li> </ol> <p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Machiraju H.R “Indian Financial System”, Vikas Publishing House Pvt. Ltd, Latest Edition.</li> <li>2. L.M.Bhole,”Financial Institutions and Markets”, TMH, Latest Edition.</li> <li>3. Various manuals and guidelines issued by Financial Institutions , Latest Edition</li> </ol>	

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Financial Administration) Batch 2021-23</b>			
<b>Semester II</b>			
<b>Subject Name</b>	<b>Macro Economics</b>	<b>Subject Code</b>	<b>MS5C-508</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<p><b>Course Objective:</b>  The objective of the course is to conversant the students with the concept to macro-economics to enable the to analyze Macro Economic factors relevant to business management.</p> <ul style="list-style-type: none"> <li>To to help the students to analyze and understand the macro-economic environment.</li> <li>To explain the students various aspect of macro level economic activity and its analysis , know how macroeconomic policy formulate and its implementation effectively executed.</li> </ul>			
<p><b>Learning Outcome:</b></p> <ul style="list-style-type: none"> <li>Develop the understanding of concept and role of macro Economic system and various macro economic theories and practical aspect.</li> <li>Analyze various types of macroeconomic parameter and different institution and their working , instruments and their operations with their significance and its impact on economy.</li> <li>Analyze various types of macroeconomic parameter and different institution and their working , instruments and their operations with their significance and its impact on economy.</li> <li>Discuss the role, significance and nature of various macroeconomic principles.</li> </ul>			
<p><b>Examination scheme:</b>  The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/Practical problems are compulsory.</p>			
<b>Course Contents</b>			
<b>UNIT –I</b> <b>Introduction to macroeconomics</b>	1.1 Nature of Macro economics 1.2 Scope of Macro economics 1.3 Importance of Macroeconomics 1.4 limitations of Macroeconomics 1.5 Stock & flow concept 1.6 Micro vs macro		
<b>Unit-2</b> <b>Fundamental Theory</b>	2.1 Classical Theory employment and its criticism 2.2 Say's law of markets and its criticism.		
<b>Unit-3</b> <b>Keynes theory of employment</b>	3.1 Keynesian theory of employment and its criticism 3.2 determination of effective demand 3.3 Aggregate supply 3.4 Aggregate demand and their relation 3.5 Numericals and cases		
<b>Unit- 4</b> <b>Investment Multiplier and Consumption Function</b>	4.1 Investment in Keynesian Theory and types of Investments 4.2 The concept of multiplier , Investment multiplier, Government budget Multiplier etc. 4.3 Tax Multiplier, Foreign Trade Multiplier. 4.4 The Consumption Function: Meaning of Consumption function and Significance of MPC		



	4.5 Keynesian Psychological law of consumption and its importance
<b>Unit-5 Money and Interest</b>	5.1 Money:- Nature & Definition, Inflation 5.2 classification of money 5.3 Fisher's quantity theory of money and other theories . 5.4 Theories of Interest Rates , Classical theory of interest, 5.5 Keynesian Liquidity Preference theory of interest and other theories
<b>Unit-6 Monetary Policy and Fiscal Policy</b>	6.1 Monetary Policy:- Objectives of monetary policy and its instruments 6.2 Overview of latest Monetary Policy. 6.3 Fiscal Policy:- Objectives 6.4 Significance and overview of latest Fiscal Policy 6.5 Types of taxes and tax system in India and Tax and good tax system
<b>Unit-7 Business Cycle</b>	7.1 Business Cycle:- Meaning and Nature of Business Cycles 7.2 Types of Business Cycles, Theories of Business Cycles 7.3 Economic development and growth and its importance
<b>Learning Resources:</b> <b>Text Readings (Latest Edition)</b> <ol style="list-style-type: none"> <li>1. "Macro-Economics" M.L. Jhenigan</li> <li>2. "Macro-Economics" M.L. Seth</li> <li>3. "Macro-Economics" Mishra &amp; Puri</li> </ol> <b>Suggested Reading(Latest Edition)</b> <ol style="list-style-type: none"> <li>1. "Macro-Economics Theories and Policies" Dornbusch, Fischer, Stanley.</li> <li>2. "Macro-Economics" L. Frayon</li> </ol>	

M.B.A.(FINANCIAL ADMINISTRATION)

Batch FA 2021-23

Semester II

<b>Subject Name</b>	ORGANISATIONAL BEHAVIOUR	<b>Subject Code</b>	MS5C-512
		<b>Total Credits</b>	<b>03</b>

**Subject Nature: CORE VALUE ADDED COURSE**

**Course Objective:**

1. Objective of this course is to help students to understand human Behavior in organizations at cross cultural level so that they improve their managerial effectiveness.

**Learning Outcome:**

At the end of the course learners will be able to;

1. Demonstrate an understanding of key terms, theories/ concepts and practices within the field of OB.
2. Demonstrate competence in development and problem solving in the area of management.
3. Analyze the key issues related to administrating the human elements such as Perception, Learning, Motivation, Leadership, Team Building and others.
4. Know the meaning of terminology and tools used in managing employees effectively.

**Examination Scheme:**

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

## Course Contents

<b>UNIT –I Introduction</b>	<p>1.1 Definition, concept, need and importance of OB</p> <p>1.2 Nature and scope of OB</p> <p>1.3 OB models</p> <p>1.4 Case(s) on OB concepts to be discussed in class</p>
<b>Unit-2 The Individual Behaviour</b>	<p>2.1 <b>Personality:</b> Determinants and attributes</p> <p>2.2 <b>Perception:</b> Factors influencing perception, process, Attribution theory</p> <p>2.3 <b>Learning:</b> Concept, Theories of learning</p> <p>2.4 <b>Attitude:</b> Concept and types, cognitive dissonance theory</p> <p>2.5 <b>Case(s)</b> on individual behavior to be discussed in class</p>
<b>Unit-3 Motivation</b>	<p>3.1 Definition, concept and theories of motivation - Maslow's Hierarchy of Needs, Herzberg's Two Factor theory</p> <p>3.2 ERG theory, Vroom's Expectancy theory,</p> <p>3.3 Equity theory, Reinforcement theory and Behavior Modification.</p> <p>3.4 One case on Motivation to be discussed in class</p>
<b>Unit- 4 Group Behaviour</b>	<p>4.1 Defining and classifying group</p> <p>4.2 Group development, properties, structure, process</p> <p>4.3 Group Dynamics: Group think, Group shift</p> <p>4.4 Teams: Types, creating effective teams</p> <p>4.5 One case on Group behavior to be discussed in class</p>

<p><b>Unit -5</b> <b>Emotional Intelligence and Leadership</b></p>	<p>5.1 Nature and significance of leadership, leadership in different cultures 5.2 Leadership theories and styles, Trait theories, Behavioral theories: Ohio studies, Michigan studies and managerial grid 5.3 Contingency theories: Fiedler's model, SLT theory, LMX theory Path goal theory 5.4 Emotional Intelligence – Framework 5.5 EI Implications for an individual and managerial effectiveness. 5.6 One case on leadership to be discussed in class</p>
<p><b>Unit-6</b> <b>Conflict Management and Negotiation</b></p>	<p>6.1 Meaning of conflict, types, transition in conflict thoughts 6.2 Conflict Process 6.3 Conflict management Techniques 6.4 Functional vs Dysfunctional Conflict 6.5 Negotiation Process, Bargaining Strategies 6.6 Case Study</p>
<p><b>Unit-7</b> <b>Dynamics of OB (Culture, Change, and Stress Management)</b></p>	<p>7.1 Organizational Change: forces of change, resistance to change Lewin's change management model 7.2 Concept, Relationship of Culture with OB and Levels of organizational culture. Analyzing, managing and changing organizational culture, Implications for managers at national and global levels 7.3 Work stress: Understanding stress, Potential sources consequences and coping strategies 7.4 Concept, Barriers, Tools and Techniques for Effective Time Management. 7.5 One case on each topic to be discussed in class</p>

**Learning Resources:**

**Text Reading:** Latest Edition

1. Stephen P. Robbins, Timothy A Judge, Seema Sanghi “Organizational Behaviour”, Pearson Education, 13th Ed., 2009.
2. K. Aswathappa: Organisation Behaviour, Himalya publishing House
3. Fred Luthans, “Organizational Behaviour”, New York, McGraw Hill, 8th Edn.
4. John W Newstrom: Organisational Behaviour, Mc Graw Hill
5. Kavita Singh :Organisational Behaviour Text and Cases , Pearson
6. Margie Parikh Rajen Gupta: Organisational Behaviour, Mc Graw Hill 2011 P G Aquinas: organisational Behaviour, Excel books
7. Udai Pareek, Understanding Organizational Behavior, Oxford Higher Education, 2nd Edition, 2008  
M.N. Mishra, Organizational Behaviour, Vikas Publishing House, Reprint 2008

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A.(FINANCIAL ADMINISTRATION)</b>			
<b>Batch2021-23</b>			
<b>Semester II</b>			
<b>SubjectName</b>	<b>MARKETING MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5C-514</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>CourseObjective:</b>			
<ul style="list-style-type: none"> <li>• The objectives of the course are to equip the students with the concept and methods of Marketing.</li> <li>• The students will be able to plan, design and carry out marketing using the techniques discussed.</li> </ul>			
<b>LearningOutcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Help to get a basic understanding of marketing concepts.</li> <li>2. Develop skills for marketing.</li> <li>3. Attain some elementary level of knowledge of sales and marketing.</li> </ol>			
<b>ExaminationScheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 mark shaving theory and cases/practical problems.			
<b>CourseContents</b>			
<b>Unit– 1 Marketing Concepts</b>	1.1 Customer Value and Satisfaction 1.2 Customers Delight 1.3 Conceptualizing Tasks and Philosophies of Marketing Management 1.4 Value chain 1.5 Scanning the Marketing Environment.		
<b>Unit– 2 Market Segmentation, Targeting, Positioning</b>	2.1 Market segmentations 2.2 Levels of market segmentations, patterns, procedures, Requirement for effective segmentation 2.3 Evaluating the market segments, selecting the market segments, 2.4 Tools for competitive differentiation 2.5 Developing a positioning strategy 2.6 Marketing Information System 2.7 Marketing Research Process.		
<b>Unit– 3 Product Decision</b>	3.1 Objectives, Product classification, 3.2 Product-Mix, 3.3 Product life cycle strategies, 3.4 Introduction and factors contributing to the growth of packaging, 3.5 introduction of labeling.		
<b>Unit–4 Pricing Decision</b>	4.1 Factors affecting price, 4.2 Pricing methods and strategies.		

<b>Unit– 5 Distribution Decisions</b>	5.1.ImportanceandFunctionsofDistributionChannel, 5.2ConsiderationsinDistributionChannelDecisions, 5.3.DistributionChannelMembers.
<b>Unit– 6 Promotion Decisions</b>	6.1 Aview ofCommunicationProcess, 6.2 developingeffectivecommunication, 6.3 Promotion-Mixelements
<b>Unit– 7 Emerging Trends in Marketing</b>	7.1 AnintroductiontoInternet Marketing 7.2 MultilevelMarketing 7.3 IntroductionofCRM&EVENT marketing.
<b>Text Reading: LatestEditions</b>	
<ol style="list-style-type: none"> <li>1. PhilipKotler“<b>PrinciplesofMarketingManagement</b>”,NewDelhi:PrenticeHallofIndia.</li> <li>2. PhilipKotler,“<b>MarketingManagement,PlanningAnalysisandControl</b>”,NewDelhi,Pears onEducation.</li> <li>3. WilliamL.PrideandO.C.Ferrell,“<b>MarketingConceptsandStrategies</b>”, Boston:HoughtonMifflinCo.MarketingManagement,RajanSaxena,Tata McGrahill.</li> </ol>	

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A.(FINANCIAL MANAGEMENT)			
Batch2021-23			
Semester II			
<b>SubjectName</b>	LEGAL AND BUSINESS ENVIRONMENT	<b>Subject Code</b>	MS5C-510
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
Recommended for Online Learning			
Course Objectives			
<ul style="list-style-type: none"> <li>· To acquaint students with general business law issues to help become more informed sensitive and effective business leaders.</li> <li>· To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.</li> </ul>			
Learning Outcomes			
At the end of the course, students should be able to;			
<ol style="list-style-type: none"> <li>1. Provide an overview of important laws that have a bearing on the conduct of business in India</li> <li>2. Examine the various legal forms that a business entity can take and the relative advantages and disadvantages of each of these forms</li> <li>3. Understand various modes of dispute resolution in business transactions</li> </ol>			
<b>Unit Name</b>	<b>Content</b>		
The Contract Act, 1871	1.1 Nature and classification of contracts - Essential elements of a valid contract 1.2 Offer and Acceptance - Consideration - Capacities of Parties 1.3 Provisions relating to free consent, void agreements 1.4 Provisions relating to performance and discharge of contract 1.5 Breach of contract - Meaning and remedies 1.6 Quasi Contract Meaning with Legal Provisions with examples		
The Companies Act, 2013	2.1 Meaning and essential features of a company, Types of companies 2.2 Formation of company, memorandum and articles of association, Prospectus and Prospectus in lieu of Prospectus. 2.3 Company Meetings, Company Directors and Managers, Concept of Independent Directors, Duties of Directors, Appointment Remuneration and Allied Matters regarding Directorship. 2.4 Single Person Company, Company Secretary Duties and Responsibilities: Rights and Role of Company Secretary. 2.5 CSR Provisions and Schedule VII of the Companies Act, 2013.		
Sales and Competition Laws	3.1 Introduction to Sales of Goods Act, 1930: Contract for Sale of Goods - Meaning - Essentials of a Contract of Sale - Formalities of a Contract of sale 3.2 Provisions relating to Conditions and Warranties 3.3 Provisions relating to Transfer of Property or Ownership 3.4 Provisions relating to performance of Contract of Sale - Rights of Unpaid Seller – Rules as to delivery of goods. 3.5 Competition Act 2002: Objectives and Anti-Competitive Agreements 3.6 Abuse of Competitive Position, Combination and its Regulations 3.7 Competition Commission: Composition, Duties, Powers and Functions		
The Negotiable	4.1 Negotiable Instruments - Meaning, Characteristics, Types, Parties – Holder and Holder in Due Course		

Instruments Act, 1881	4.2 Negotiation and Types of Endorsements 4.3 Dishonours of Negotiable Instrument - Noting and Protest 4.4 Liability of Parties on Negotiable Instrument.
Investment Laws	5.1 SEBI Act 1992: Objectives and salient features of securities 5.2 SEBI: composition Powers and functions 5.3 SEBI Guidelines: Pre-issue formalities, Disclosure standards, Legal Requirements, Operations of Clearing 5.4 SEBI guidelines for Mutual Funds and Venture Capital, Latest Disclosure and Investor Protection (DIP)
The Consumer Protection Act, 1986	6.1 Definitions of Consumer, Complainant, Goods, Service - Meaning of Consumer Dispute, Complaint - Unfair Trade Practices - Restrictive Trade Practices 6.2 Rights of Consumers 6.3 Consumer Disputes Redressal Agencies
Miscellaneous Laws	Outline of various laws: 7.1 Introduction to IT Act 2000, Digital signature, Major Cyber-Crime, Offences and Penalties 7.2 Meaning of Patent, Copyright and Trademark and Registration procedure, Major Penalties on Violation of Patent, Copyright and Trademarks. 7.3 Introduction to Banking Regulations Act, 1949, as amended by The National Bank for Financing Infrastructure and Development Act, 2021 (17 of 2021) (w.e.f.19-4-2021) 7.4 Basic Guidelines and Penalties under Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013

<b>M.B.A. (FA) BATCH 2021-23 SEMESTER II</b>			
<b>Subject Name</b>	<b>BUSINESS RESEARCH METHODS</b>	<b>Subject Code</b>	<b>MS5C- 516</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE: ABILITY ENHANCEMENT</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• The objectives of the course are to equip the students with the concept and methods of Business Research.</li> <li>• The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper(s).</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
1.Help to get solutions to the problems in the corporate world through research.			
2.Develop research papers to understand the intricacies of research.			
3.Describe and attain some elementary level of data analysis applicable in research.			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			
<b>UNIT –I</b>			
<b>Introduction to Research Methods</b>	1.1	Role and objectives of business research	
	1.2	Types of research,	
	1.3	Research process: Overview	
	1.4	Problems encountered by researchers in India	
<b>Unit-2 Research Design</b>	2.1	Defining research problem, objectives and Hypothesis development,	
	2.2	Need for research design,	
	2.3	Features of a good research design	
	2.4	Different research designs and types of research design.(exploratory, descriptive, experimental and diagnostic research).	
<b>Unit-3 Sampling Theory and Design of Sample Survey</b>	3.1	Census Vs Sample Enumerations	
	3.2	Objectives and Principles of Sampling	
	3.3	Types of Sampling, Sampling and Non-Sampling Errors.	
<b>Unit- 4 Measurement and Scaling Concepts</b>	4.1	Measurement in research,	
	4.2	Measurement scales,	
	4.3	Sources of errors in measurement,	
	4.4	Techniques of developing measurement tools,	



	<p>4.5 Classification and testing (reliability, verification and validity) scales</p> <p>4.6 Designing questionnaires.</p>
<p><b>Unit -5</b> <b>Data Collection and Analysis</b></p>	<p>5.1 Collection (Observation, interview, through schedules), Organization and Presentation</p> <p>5.2 Analysis: Univariate and bivariate Analysis</p> <p>5.3 Hypothesis testing: difference of means, ANOVA, Chi Square</p> <p>5.3 Multivariate Analysis (Concepts only)</p>
<p><b>Unit-6</b> <b>Report Writing</b></p>	<p>6.1 Meaning of interpretation</p> <p>6.2 Techniques of Interpretation</p> <p>6.3 Precautions in interpretation</p> <p>6.4 Significance of report writing</p> <p>6.5 Steps in report writing</p> <p>6.6 Layout of report</p> <p>6.7 Precautions in writing research reports.</p>
<p><b>Text Reading: Latest Editions</b></p> <p>1 William G. Zikmund, “<b>Business Research Methods</b>”, Orlando: Dryden Press.</p> <p>2 C. William Emory and Cooper R. Donald, “<b>Business Research Methods</b>”, Boston, Irwin.</p> <p>3 Fred N Kerlinger, “<b>Foundations of Behavioural Research</b>”, New Delhi: Surjeet Publications.</p> <p>4 David Nachmias and Chava Nachmias, “<b>Research Methods in the Social Sciences</b>”, New York: St.Marlia’s Press.</p> <p>C. R. Kothari, “<b>Research Methodology: Methods and techniques</b>”, New Delhi: Vishwa Prakashan.</p>	