

5 YEAR MBA SYLLABUS

THIRD YEAR

FIRST SEMESTER

Paper – 1: THEORY OF INTERNATIONAL TRADE

UNIT – I:

THEORY OF INTERNATIONAL TRADE: Meaning and Importance of International Trade – Salient Features of International Trade – The pure theory of International Trade – Theories of Absolute Advantage, Comparative Advantage and Relatively Costs, Heckscher – Ohlin Theory of International Trade.

UNIT – II:

MEASUREMENT OF GAINS: Measurement of Gains from Trade and Distribution – Concepts of Terms of Trade, their uses and limitations – Secular Deterioration in Terms of Trade.

UNIT – III:

THEORY OF INTERVENTIONS: The Theory of Interventions – Tariffs, Quotas and Non – tariff barriers - Economic Effects of Tariffs and Quotas on National Income, Output and Employment.

UNIT – IV:

BALANCE OF PAYMENTS: Meaning and Components of Balance of Payments- Equilibrium disequilibrium in Balance of Payments – The process of adjustment of balance of payments – Foreign Trade multiplier – Foreign exchange rate - Merits and demerits of fixed and flexible exchange rates.

UNIT – V:

INTERNATIONAL FINANCIAL INSTITUTIONS: International Monetary Fund (IMF) – The World Bank (IBRD) - International Finance Corporation (IFC) – International Development Association (IDA)

READING LIST

1. Soderston, Bo (1991), International Economics, The Macmillan Press Ltd., London.
2. Francis Cherunilam (2007), International Business, (4th Edition) PHI
3. Bhagwati, J. (Ed.) (1981), International Trade, Selected Readings, Cambridge University press, Massachusetts.
4. Kindleberger, C.P. (1973), International Economics, R.D. Irwin, Homewood.
5. Carbaugh, R.J. (1999), International Economics, International Thompson Publishing, New Delhi.
6. Dana, M.S. (2000), International Economics; Study, Guide and Work Book (5th Edition) Routledge Publishers, London.
7. Carbaugh, International Economics, 9th Edition 2004.

5 YEAR MBA SYLLABUS

THIRD YEAR

FIRST SEMESTER

Paper – 2: GEOGRAPHY

UNIT – I

PHYSICAL GEOGRAPHY:

Geomorphology: Origin of the earth; Geological Time Scale; Interior of the earth; Types and characteristics of rocks; Folding and faulting; volcanism; Earthquakes; Weathering; Landforms caused by fluvial, Aeolian and glacial actions.

Climatology: Structure and composition of atmosphere; Temperature; Pressure belts and Wind systems; Clouds and rainfall types; Cyclones and anti-cyclones; Major climatic types.

Oceanography: Ocean relief; Temperature; Salinity, Ocean deposits; Ocean currents; El Nino and La Nino; Waves and tides.

Biogeography: Origin and types of soils; Major biomes of the world; Ecosystem and food chain; Environmental degradation and conservation.

UNIT – II

HUMAN GEOGRAPHY:

Man and Environment Relationship: Growth and development of Human Geography; Concepts of determinism and possibilism.

Population: Races of mankind and tribes, Growth and distribution of world population; Migration; Population problems of developed and developing countries.

Economic Activities: Food gathering and hunting; Pastoral herding; Fishing and forestry; Types of agriculture – shifting, subsistence, commercial and plantation; Mining; Power; Manufacturing – locational factors of textile, iron and steel, sugar fertilizer industries; Tertiary activities – trade, transport, communication and services.

Settlements : Origin, types and patterns of rural settlements; Processes of urbanization; morphology and functional classification of towns; Million cities and mega cities.

UNIT – III

GEOGRAPHY OF THE WORLD:

Major Natural Regions: Characteristics, economic base and human adaptation.

Regional Geography of the Developed Countries: Canada, USA, Western Europe, Russia, Japan,

Regional Geography of Developing Countries: S.E. Asia, S.W. Asia, China, Southern Africa and Brazil.
Regional Geography of South Asia.

UNIT – IV

PHYSICAL AND SOCIAL GEOGRAPHY OF INDIA:

PHYSICAL GEOGRAPHY OF INDIA: Size and Location of India: – Physical Boundaries – India and the World – Locational Advantage – Political Divisions of India - Geographical Regions of India – Revers of India – Climate of India - Soils of India

SOCIAL GEOGRAPHY: The people of India: Ethnic Diversities of Indian Population – Racial groups of India – Distribution of Racial Groups – Linguistic Diversity – Religious Composition of the Population – Tribal Population of India – Caste Groups in India – Growth of Population – Factors Affecting the Distribution of Population Rural – Urban Composition of Population – India's Population Problems – Population Policy – Union of India : Basic data.

UNIT – V

ECONOMIC GEOGRAPHY OF INDIA: Land Resources of India - Natural Resources of India – Natural Vegetation and wild Life in India – Water resources of India – Mineral Resources of India – Power Resources of India – Agriculture of India – Major Industries of India

Reference Books:

1. Human and Economic Georraphy Second Edition – Goh Cheng leong-Gillian C.Morgan: Oxford University Press.

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THIRD YEAR

FIRST SEMESTER

Paper – 3: OPERATION RESEARCH

UNIT – I

Calculus – Rules of differentiation – exponential, algebraic and logarithmic functions – Minimisation, Maximisation and concept of optimisation

UNIT – II

Linear programming – Law of linear programming – Formulation – Graphical and simplex methods – Dual problem and its interpretation (only application in business problems) – Sensitivity analysis – Transportation and Assignment problems.

UNIT – III

Waiting line models – Single channel, Poisson arrival and exponential service times – M/M/1 single server systems – Economic analysis of waiting line systems – Problems – Game theory – Terminologies – Two person zero sum game – Dominance property – 2 x n and n x 2 games.

UNIT – IV

Dynamic programming – Simple applications in Dynamic programming – Capital Budgeting – Reliability Improvement - Shortest route – Inventory control problems

UNIT – V

Simulation – Basic concepts – Simulation methodology use of random numbers – Tables – Generation of random variables with given distributions – Application to Queuing, inventory and other business management situations.

References:

1. Hamdy A Taha.A. – OPERATIONS RESEARCH (Macmillan Publishing)
2. Sang M. Lee and Laurance – INTRODUCTION TO DECISION SCIENCE (Patrocolli)
3. Elwood, S. Buffa and James S. Dyer – MANAGEMENT OPERATIONS RESEARCH
4. William, C. House – BUSINESS SIMULATION FOR DECISION MAKING (PBI)
5. Fare, R., S.G, Ross Kopf and C.A.K. Lovell – PRODUCTIN FRONTIERS (Cambridge University Press)
6. Norman, M and B. stoker (1991), DATA EVELOPMENT ANALYSIS AN ASSESSMENT OFPERFORMANCE (Wiley)
7. Ali, A.I. and L.M Seiford – THE MATHEMATICAL PROGRAMMING APPROACH TO EFFICIENCYANALYSIS (Fried, H.P., C.A.K S.S. Schiot (Eds.)
8. Frank Byers – CALCULUS (Schaum's Series).

5 YEAR MBA SYLLABUS

THIRD YEAR

FIRST SEMESTER

Paper – 4: FINANCIAL MANGEMENT

Unit – I:

FINANCIAL MANAGEMENT: - Financial Management and the goals of the firm – Organization of finance function – Role of Finance Manager – Analysis of Financial statements: Ratio analysis – Funds flow and cash flow analysis.

Unit – II:

INVESTMENT DECISIONS: Capital budgeting – Types of Capital budgeting process – Cash flows estimation and measurement – Investment criterion – Methods of appraisal: Traditional Techniques and Discounted Cash Flow Methods – NPV vs IRR - Capital rationing – Risk analysis in capital budgeting.

Unit – III:

FINANCE DECISIONS: Leverage – Concept of leverage – Operating Leverage – Break-even analysis – Financial leverage – EBIT – EPS analysis – Combined leverage.

CAPITAL STRUCTURE: Capital Structure Theories – Net Income approach – Net operating income approach – Traditional view – MM Hypothesis.

COST OF CAPITAL: Cost of debt – cost of preference capital – Cost of equity capital – cost of external equity – Cost of retained earnings - Weighted average cost of capital.

Unit – IV:

DIVIDEND DECISIONS:– Dividend Theories – Traditional position – Walter’s Model – Gordon's Model – M-M Hypothesis.

Unit – V:

WORKING CAPITAL MANAGEMENT: Concepts of working capital – Determinants of working capital – Optimum level of current assets – Liquidity Vs. Profitability – Risk – Return tangle – Estimating working capital needs – Financing and control of working capital – Inventory Management – Cash Management.

SUGGESTED READINGS:

1. Van Home. James C. "Financial Management", Prentice Hall of India (P) Ltd, New Delhi.
2. Hampton, John J. "Financial Decision Making", Prentice Hall of India (P) Ltd, New Delhi.
3. Salmon, Ezra and Pringle, John.J. "An Introduction to Financial Management ", Prentice Hall of India (P) Ltd, New Delhi.
4. Khan, M.Y. & Jain P.K "Financial Management", Tata McGraw Hill Pub. Co. Ltd New Delhi.
5. Panday, I.M. "Financial Management", Vikas Publishing House (P) Ltd.
6. Chandra, Prasanna "Financial Management", Tata McGraw Hill pub.Co.Ltd, New Delhi.
7. Kulkarni, P.V. "Financial Management", Himalaya Publishing House, Bombay.
8. Maheswari S.N. "Principles of Financial Management", Sultan Chand & Sons, New Delhi.
9. Srivatsava R.M. "Essentials of Business Financial", Himalayan Publishing House, Bombay.
10. Upadhyay K.M. "Financial Management", Kalyan Publishing House, Ludhiana.

5 YEAR MBA SYLLABUS

THIRD YEAR

FIRST SEMESTER

Paper – 5: HUMAN RESOURCE MANAGEMENT

Unit –I :

Human Resource Management : Concept – Scope – Legacy – Objectives – Principles – Policies – Procedures – Programmes – Internal and external Environment that effect HRM Programmes – Organisation of Human Resource Department.

Human resources Planning: Importance – forecasting demand and supply of employees in the organisation – forecasting techniques – skill – inventory and replacement chart.

Unit –II:

Job Analysis and Design : Concepts – Need – Methods and Procedures – Job Analysis : Job description, Job specifications – Job design and job enrichment.

Recruitment: Concept – Policy – external influences on recruitment – sources of recruitment – Methods of recruitment – recruitment practices in India.

Selection, Placement, Induction and Orientation : Concepts – Selection criteria – Steps in selection process – Selection tools – Application blank – Psychological tests – Interviewing – Reference checks – Physical Examination – Placement – Induction – Orientation.

Performance Appraisal: Concept – Evaluation Techniques - Communication and Counseling.

Unit –III:

Training and Development : Concepts – Objectives – Needs – Policies – Methods – Employee learning – Managerial Development – Evaluation of training Programmes – Career Planning.

Promotion – Concept – Demotions – Transfers – Separations – Management Inventory.

Compensation: Concept – Policies – Methods of wage payments and incentives – Employees benefits and service.

Motivation: Concept – Theories – Job satisfaction – Employees' participation and decision effectiveness.

Unit –IV:

Conservative Concept: Physical conservation Employees safety and health – Mental conservative Grievance settlement procedures – Discipline – Disciplinary proceedings Domestic enquiry – absenteeism – Turnover.

Industrial relations at enterprise level: Meaning of collective bargaining – Administering the contract – Union – Management cooperation.

Unit –V:

Human Resources Development : Concept – Nature – Scope elements – Attitudes – Skills and skill development

Methods of Human Resources development :Potential appraisal – Individual and group coaching – Quality circles – lecture method – correspondence method – Programmed learning – binary storming – panel discussions – syndicate method – business games – Sensitivity training – T-Group training – Encounter groups – Behaviour modification – Role playing – Transactional analysis – 3.D Management.

Human Resources Development Practices in India: agencies / Institution involved in HRD – Programmes – Evaluation of HRD future and prospective of the HRD.

SUGGESTED READINGS:

1. Sharma, N. Baladev, R. Not: Bread alone, Shri Ram Centre for Industrial Relations and Human Resources, New Delhi, 1987.
2. Monappa, Arun and Saiyadain, M.S: Personnel Management, New Delhi, Tata McGraw Hill, 1981.
3. Parekek Udai and Rao, T.V:Designing and Managing Human Resources Systems, New Delhi, Oxford and IBH, 1981.
4. De,R.Nitriish, : Alternative Designs of Human Organisations,. Sage Publications, New Delhi, 1984.
5. Irancevich John, M. and Glueck William, R: Foundations of Personnel and Human Resources Management, Revised Editiion, m 1983, Business Publications, inc.
6. Sekaran, Uma: Organisational Behaviour: Test and cases, Tata McGraw Hill Publishers Ltd, New Delhi, 1989.

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THIRD YEAR

FIRST SEMESTER

Paper – 6: MARKETING MANAGEMENT

Unit – I:

FOUNDATIONS OF MARKETING: Marketing Concept – Production concept – Selling concept – societal dimensions of Marketing.

MARKETING ENVIRONMENT: Company's Micro Environment : Company – suppliers – Intermediaries – customers – competitors and Publics – Marketing organisation and Interface with other departments in a Company - Company's Macro Environment (with special reference to India) : Demographic – Economic – Natural – Technological – Political – Cultural – Social.

Unit – II:

ANALYSIS OF THE MARKET PLACE: Marketing Planning – Strategic Marketing Planning – Product Portfolio – Analysis – Investment opportunity chart – PIMS Analysis – Competitive Strategies : Market leader, challenger, follower, niche strategies Components of marketing plan – Marketing budget – market segmentation – Concept differentiated – Differentiated – concentrated – New “Targeting variations . Market positioning : Types of positioning strategies – Positioning Maps.

UNDERSTANDING THE CONSUMER: Consumer Behaviour – Determinants : Social – Cultural – Group Factors – Psychological factors – Consumer Behaviour Models: Marshallian – Freudian – Pavlovian – Vebloniam – Howard – Sheth – Consumer decision-making : Dimensions – problems – Pre-purchase and post-purchase behaviours – Cognitive dissonance – Implications for Marketing Managers – Consumer adoption process – Organisational Buying Behaviour : Organisational market – Features Determinants of Purchase Behaviour – Implications for Marketing Manager.

Unit – III:

PRODUCT CONCEPT AND STRATEGY: Concept of product – concept of augmented product – Product-Mix Strategy : Dimensions – Product-line decisions – Product Life Cycle (PLC). Introducing new Products : Pressures – Problems – Product Planning process Managing Existing products : Product modifications and product withdrawal Branding Strategy – Packaging Strategy – Other product related strategies.

PRICING AND PRICING STRATEGIES: Concept – Importance – Objectives – Factors influencing Pricing strategies and policies : Geographic pricing – Skimming and penetration pricing – Unit pricing – Price line – Resale price maintenance – Leader presiding – Psychological pricing – Price Vs. Non-price competition.

Unit – IV:

PLACING PRODUCTS : Marketing Channels : Nature – Functions – Levels – Types of Channel flows – Channel behaviour – Channel design decisions – Channel management – Channel conflict decisions.

PROMOTION PRODUCTS : Advertising : Objectives setting – Budget Decision – Message decision Advertising evolution – Sales Promotion : Decisions in Sales Promotion – Sales promotions tools – pre-testing. – Publicity : Objectives – Decisions – Evolution – Personal Selling.

Unit – V:

MARKETING CONTROL: Marketing Control : Annual Plan control – Strategic control – Profitability control – Marketing audit – Assessing information needs – Developing information needs – Marketing intelligence – Information systems – Marketing Research – Distinction with marketing assessments.

MARKETING IN NON-BUSINESS ORGANISATIONS: Nature – Scope – Non-Business attitudes towards marketing – Role of marketing in service sector – Organisation Marketing – Place marketing – Person marketing – Idea marketing.

SUGGESTED READINGS:

1. Gandhi J.C. "Marketing – A Managerial Introduction" Tata McGraw – Hill Publishing Co. Ltd., New Delhi, 1989.
2. Stantor, J. William and Futrell, Charles "Fundamentals of Marketing " (8th Edn.) McGraw Hill International Editions, 1987.
3. Kotler, Philip "Principles of Marketing" (3rd Edn.) Prentice hall of India Pvt. Ltd, New Delhi, 1987.
4. Mandell, I. Maurice and Rosenberg , J. Larry "Marketing (2nd Edn) Prentice Hall of India, New Delhi, 1987.
5. Amarchand D. and Varadh- arajan B. "An Introduction to Marketing" Vikas Publishing House Pvt Ltd, New Delhi, 1986.
6. Jha and Shah "Marketing Management in Indian Perspective" Himalaya Publishing House, New Delhi, 1986.
7. Taylor, Jr., L. Jack and Robb, F. James "Fundamentals of Marketing: Additional Dimensions" (Selections from the Literature) (2nd Edn) Tata McGraw Hill Publishing Company Pvt. Ltd, New Delhi, 1978.
8. Britt, Steuart Handerson and Boyd, Jr. Harper. W. "Marketing Management and Administrative Action" (4th Edn.) McGraw Hill Kogakuso Ltd., International Student Edn., 1978.

5 YEAR MBA SYLLABUS

THIRD YEAR

SECOND SEMESTER

**Paper – 1: INTERNATIONAL ENTREPRENEURSHIP & SMALL BUSINESS
MANAGEMENT**

This course will provide students with the intellectual and practical background to equip would-be entrepreneurs with the skills and knowledge to set up their own international companies successfully. It will also provide students with an understanding of the cross cultural issues in managing the venture.

UNIT – I

Concepts and Nature of International Entrepreneurship- -Ethics and International Entrepreneurship- Strategic Issues in International Entrepreneurship

Scanning: The changing International environment - Identification of opportunities- Assessment of Economic and Political risks- Selection from product/service and country/market options.

UNIT – II

Entrepreneurial Entry into International Business- Exporting and Importing- Alliances- Off shoring- Direct foreign investment- Franchising- advantages and limitations, investing in a franchise, joint ventures- types, Acquisitions and mergers -Establishing International ventures- Patents , Trademarks and Intellectual Property Rights

UNIT – III

Business Planning Process- Meaning of business plan, Business plan process, Advantages of business planning, Marketing plan, Production/operations plan, Organizational plan, financial plan, Final project report with feasibility study, preparing a model project report for starting a new venture.

UNIT – IV

Informal risk capital and venture capital: Informal risk capital market, venture capital, nature and overview, venture capital process, locating venture capitalists, approaching venture capitalists.

UNIT – V

Small business management – Cross cultural management issues- Marketing - Managing growth –Exist strategies..

REFERENCE BOOKS:

1. Dr. Mathew J. Manimala, Entrepreneurship theory at crossroads, Biztantra, 2007
2. Vasant Desai, Entrepreneurial Development and Management, Himalaya Publishing House, 2007
3. Maddhurima Lall, Shikha Sahai, Entrepreneurship, Excel Books, 2006
4. Kurakto, Entrepreneurship-Principles and practices, 7th Edition, 2007, Thomson publication

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THIRD YEAR

SECOND SEMESTER

Paper – 2: INTERNATIONAL BUSINESS ENVIRONMENT

UNIT – I

International Business: An overview – Types of International Business; The External Environment; The Economic and Political Environment, The Human Cultural Environment; Influence on Trade and Investment Patterns; Recent World Trade and Foreign Investment Trends; Balance of Payments Accounts and Macroeconomic Management;

UNIT – II

Theories and Institutions: Trade and Investment – Government Influence on Trade Investment; Determination of Trading Partner's Independence, Interdependence and Dependence; World Financial Environment; Cross – national Cooperation and Agreements; Tariff and Non – Tariff Barriers, WTO, Regional Blocks; International production; Internationalisation of Service Firms; Operation Management in International Firms;

UNIT – III

World Financial Environment: Foreign Exchange Market Mechanism; Determinants of Exchange Rates; Euro – currency Market; Offshore Financial Centers; International Banks; Non- Banking Financial Service Firms; Stock Markets; Global Competitiveness;

UNIT – IV

Export Management; Licensing; Joint Ventures Technology and Global Competition; Globalisation and Human Resource Development; Globalisation with Social Responsibility; World Economic Growth and the Environment; Country Evaluation and Selection;

UNIT – V

International Business Diplomacy: Negotiating an International Business, Issues in Asset Protection; Multilateral Settlements; Consortium Approaches; External Relations Approach.

Suggested Readings

1. Alworth, Julian S. The Finance, Investment and Taxation Decisions of Multinationals. London, Basil Blackwell, 1988.
2. Bhalla, VK and S. Shivaramu. International Business Environment and Business. New Delhi, Anmol, 1995
3. Bhalla, VK. International Economy; Liberalisation Process. New Delhi, Anmol, 1993
4. Daniel, John D and Radebangh, Lee H International Business. 5th ed., New York, Addison Wesley, 1989.
5. Eiteman, D K and Stopnehill, Al. Multinational Business Finance. New York, Addison Wesley, 1986.
6. Johnston, R B. The Economics of the Euromarket. History, Theory and Practice. New York, Macmillan, 1983.
7. Parks, Yoon and Zwick, Jack. International Banking in Theory and Practice. New York, Addison – Wesley, 1985.

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THIRD YEAR

SECOND SEMESTER

Paper – 3: INTERNATIONAL FINANCIAL MANAGEMENT

UNIT – I

Finance function in an International Context. Additional dimensions in achieving the wealth maximization goal – Scope & relevance to different business entities - Understanding foreign currency risk and exposure – Nature and types of Exposures

UNIT – II

Foreign Exchange Markets: Nature, Functions, Transactions, Participants, Exchange rates, Exchange rate Arithmetic. - Fundamental parity relations – Purchasing Power Parity, Covered and Uncovered Interest Rate Parity – their influence on determining the exchange rates.

UNIT – III

A brief exposition of significant theories of Exchange Rate determination, Forecasting of Exchange Rates - International Capital Markets, Sources of International Finance, Debt and Equity markets.

UNIT – IV

Export Finance in India, Forfeiting, Role of EXIM Bank - International Capital Structure and Cost of Capital.

UNIT – V

International Capital Budgeting. Key Issues, Calculating of Cashflows, Adjusted Present value approach - International Cash Management, techniques, Centralised Vs Decentralised.

REFERENCE BOOKS:

1. Eun & Resnick, *International Financial Management*, Tata McGraw Hill Co. Ltd. (3rd Edition) – TEXT – I
2. Maurice D. Levi, *International Finance*, McGraw Hill, Inc.
3. Alan C Shapiro, *Multinational Financial Management*, John Wile Y & Sons.
4. C. Jeevanandam, *Foreign Exchange & Risk Management*, Sultan Chand Publishers
5. P. G. Apte, *International Financial Management*, Tata McGraw Hill Co. Ltd.

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THIRD YEAR

SECOND SEMESTER

Paper – 4: INTERNATIONAL MARKETING

UNIT – I

International Marketing : Meaning, Importance and Challenges - Evolution from Exporting to Global Marketing - Concept of Trans National Corporations – International marketing - For participating in the Global Supply Chains - Interconnections between Domestic and International Marketing Strategies

UNIT – II

International Market Selection Decisions: Screening and Evaluation of markets - Selection and Prioritization - International Market Clusters and Segments; - International Market Entry: Modes of Entry into Foreign Markets - Selecting the Appropriate Entry Mode - Entry Modes of SMEs, corporate manufacturing and service organizations: The Indian Experience

UNIT – III

International Product Strategy: Global Standardization Versus Localization - Differences in standards, consumer preferences and environmental factors – Globalization - Building International Brands – COO Effects - Global Branding

UNIT – IV

Pricing Decisions for International Markets: Methods of Export Pricing - Role of Non – Price Factors in International Marketing - Pricing Issues for Developing Countries - Strategies for Managing Competitive Export Pricing ; - International Distribution Decisions: Structure of International Distribution System - Determinants of Distribution Channel - International Retailing - Developing an International Distribution Strategy

UNIT – V

International Communication Decisions: Integrated Marketing Communications for International Marketing - Methods of International Promotion - Trade Fair selection and Participation - Role of technology in International Promotion; - Designing and Implementing International Marketing Plan

Prescribed Book:

Jeannet, Jean Pierre and Hennessey, Hubert D. (2001), Global Marketing Strategies, Jaico publishing, Mumbai.

Suggested Readings:

1. Keegan, Warren J., Global Marketing Management. New Delhi: Prentice Hall of India Pvt. Ltd.
2. B. Bhattacharyya, Going International, Response Strategies of the Indian Corporate Sector, Wheeler Publishing, India.
3. Bhattacharyya, B. Export Marketing Strategies for Success, New Delhi: Global Business Press.
4. Dana – Nicoleta Lascau, International Marketing – Managing Worldwide Operational in a Changing International Environment, Biztantra.
5. Business India, Business Today
6. Economic Times, Business Line
7. International Business Week
8. Fortune
9. International Market Review
10. Journal of International Business Studies
11. Journal of International Marketing

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THIRD YEAR

SECOND SEMESTER

Paper – 5: MANAGEMENT OF INFORMATION SYSTEMS

UNIT – I

Information for Decision Making: Decision Marketing – Conceptual Foundations of Information Systems – Information Resource Management.

UNIT – II

System Development: Overview of Systems Analysis & Design – System Development Life Cycle – Designing on Line & distributed Environment – Design Consideration – Implementation and Control of Projects.

UNIT – III

Computer Networks & Data Communications: Trends in Information Technology – Hardware Software – Data Communication Concepts - Computer Networks.

UNIT – IV

Managing Corporation Data Resource: Organising Data-Relational Data Base management Systems – Query Language – DBMS implementation and Future Trends.

REFERENCE BOOKS:

1. Dickson, Gary W and James C. Wetherbe 1985. "The Management of Information System, MGH, New Delhi.
2. Award Elias M, 1990," Systems Analysis and Design, Richard D. Inwing Inc,
3. Black Uplless D. "Data Communications and Distributed Networks".
4. Atre S, "Data base Structural Techniques for Design, Performance & Management", John Wiky & Sons, 1980
5. Bhatnagar SC and KV Ramadevi, 1991 "Computers and Information Management, A Primer for Practising Managers, PHI, New Delhi.

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THIRD YEAR

SECOND SEMESTER

Paper – 6: RESEARCH METHODOLOGY

Course Contents

UNIT – I

Nature and Scope of Research Methodology; Problem Formulation and Statement of Research Objectives; Value and Cost of Information – Bayesian Decision Theory

UNIT – II

Organisation Structure of Research; Research Process; Research Designs – Exploratory, Descriptive and Experimental Research Designs;

UNIT – III

Methods of Data Collection – Observational and Survey Methods; Questionnaire Design;

UNIT – IV

Attitude Measurement Techniques; Motivational Research Techniques; Administration of Surveys; Sample Design; Selecting an Appropriate Statistical Technique; Field Work and Tabulation of Data;

UNIT – V

Analysis of Data -; Use of SPSS and other Statistical Software Packages; Advanced Techniques for Data Analysis – ANOVA, Discriminant Analysis, Factor Analysis, Conjoint Analysis, Multidimensional Scaling and Clustering Methods; Research Applications.

Suggested Readings

1. Andrew, F.M. and S.B. Withey *Social Indicators of Well Being*, Plenum Press, NY, 1976
2. *Bennet, Roger: Management Research*, ILO, 1983
3. Fowler, Floyd J.Jr., *Survey Methods*, 2nd ed., Sage Pub., 1993
4. Fox, J. A. and P.E.Tracy: *Randomized Response: A Method of Sensitive Surveys*, Sage Pub., 1986
5. Gupta, S.P. *Statistical Methods*, 30th ed., Sultan Chand, New Delhi, 2001
6. Golden, - Biddle, koren and Karen D. Locke: *Composing Qualitative Research*, Sage Pub., 1997
7. Salkind, Neil j., *Exploring Research*, 3rd ed., Prentice – Hall, NJ, 1997