



**List of Courses Focus on Employability/ Entrepreneurship/  
Skill Development**

**Department : Department of Management Studies**

**Programme Name : MBA**

**Academic Year : 2019-20**

***List of Courses Focus on Employability/ Entrepreneurship/Skill Development***

Sr. No.	Course Code	Name of the Course
01.	CORE-101	Management Process And Organizational Behaviour
02.	CORE-102	Quantitative Methods
03.	CORE- 103	Managerial Economics
04.	CORE-104	Business Environment
05.	CORE-105	Managerial Skill Development
06.	CORE-106	Indian Ethos And Values
07.	CORE 107	Accounting For Managers
08.	CORE-108	International Business Environment & Management
09.	CORE-201	Organization Effectiveness And Change
10.	CORE-202	Operations Research
11.	CORE-203	Human Resource Management
12.	CORE-204	Financial Management
13.	CORE-205	Marketing Management
14.	CORE-206	Production And Operations Management
15.	COER-207	Research Methodology
16.	CORE-208	Computer Applications In Management
17.	CORE-301	Decision Support Systems And Management Information System
18.	CORE-302	Corporate Legal Framework
19.	CORE-303	Summer Training
20.	FM-3101	Management Control System
21.	FM-3102	Security Analysis And Portfolio Management
22.	FM-3103	Management Of Financial Institutions



23	MM-3201	Consumer Behaviour
24	MM-3202	Advertising Sales Promotion Management
25	MM-3203	International Marketing
26	OBH-3301	Management Of Industrial Relations
27	OBH- 3302	Legal Framework Governing Human Relations Objectives
28	OBH-3303	Management Training And Development
29	CORE -401	Strategic Management
30	CORE-402	Project Report
31	FM-3104	Management Of Financial Services
32	FM-3105	International Financial Management
33	MM-3204	Sales And Distribution Management
34	MM-3205	Marketing Of Services
35	OBH-3304	Human Resource Planning And Development
36	OBH-3305	Organisational Change And Intervention Strategies
37	IB- 3401	International Financial Management
38	IB-3402	International Marketing
39	IB-3403	Export Import Procedures, Documentation & Logistics
40	IB-3404	India's Foreign Trade Policy
41	IB-3405	Global Human Resource Management
42	P101	Research Methodology
43	P102	Specialized Skill Development



44	P103M	Marketing
45	P103OB	Organizational Behaviour and Human Resource Management
46	P103F	Finance



## Scheme and Syllabus

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Department of Management Studies, G.G.Vishwavidyalaya

### COURSE STRUCTURE

The programme has been organized in two years each year comprising two semesters. The list of papers offered during First Year and Second Year of the programme shall be as follows:

#### FIRST YEAR

Semester-I	Credits
Core-101 Management Process and Organizational Behaviour	3
Core-102 Quantitative Methods	3
Core-103 Managerial Economics	3
Core-104 Business Environment	3
Core-105 Managerial Skill Development	3
Core-106 Indian Ethos and Values	3
Core-107 Accounting for Managers	3
Core-108 International Environment and Management	3
<b>Total Semester Credit</b>	<b>24</b>
Semester - II	
Core-201 Organization Effectiveness and Change	3
Core-202 Operations Research	3
Core-203 Human Resource Management	3
Core-204 Financial Management	3
Core-205 Marketing Management	3
Core-206 Production and Operations Management	3
Core-207 Research Methodology	3
Core-208 Computer Applications in Management	3
<b>Total Semester Credit</b>	<b>24</b>
Summer Training	

At the end of second semester, all students will have to undergo summer training of **4-6 weeks** with an industrial, business or service organization by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the executive in organizations as approved by the Department from time to time. Each student will be required to submit a project report to the Department for the work undertaken during this period within three weeks of the commencement of the third semester for the purpose of evaluation in the third semester. Confidential reports of the student's performance in the training will be collected from the concerned organizations. Reports will be a part of the evaluation process.

#### SECOND YEAR

During Second Year, in addition to core courses and project studies, a student shall have to choose five elective courses in third semester and three elective courses in fourth semester from the list of elective courses announced at the beginning of each semester.

Semester III	Credits
Core-301 Decision Support System and Management Information System	3
Core-302 Corporate Legal Frame Work	3
Core-303 Summer Training Project	15
Plus Five elective courses	15
<b>Total Semester Credit</b>	<b>24</b>
Semester-IV	
Core-401 Strategic Management	3
Core-402 Project Report	6
Plus Three elective courses	9
<b>Total Semester Credit</b>	<b>18</b>
<b>Total Credit in MBA Programme</b>	<b>90</b>

Master of Business Administration (MBA)

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Following Four Areas of Specializations are offered.

1. Finance
2. Marketing
3. Organizational Behaviour and Human Resource Development
4. International Business

The actual electives which are open will be announced by the Head of the Department before the commencement of III semester. Currently only the first three areas of electives are open. There will be five courses in each Area of Electives. These courses will be as follows:

List of Elective Courses	Credits
<b>Finance</b>	
FM-3101 Management Control System	3
FM-3102 Security Analysis and Portfolio Management	3
FM-3103 Management of Financial Institutions	3
FM-3104 Management of Financial Services	3
FM-3105 International Financial Management	3
<b>Marketing</b>	
MM-3201 Consumer Behaviour	3
MM-3202 Advertising and Sales Promotion Management	3
MM-3203 International Marketing	3
MM-3204 Sales & Distribution Management	3
MM-3205 Marketing of Services	3
<b>Organizational Behaviour and Human Resource Development</b>	
OBH-3301 Management of Industrial Relations	3
OBH-3302 Legal Framework Governing Human Relations	3
OBH-3303 Management Training and Development	3
OBH-3304 Human Resource Planning & Development	3
OBH-3305 Organizational Change and Intervention Strategies	3
<b>International Business</b>	
IB-3401 International Financial Management	3
IB-3402 International Marketing	3
IB-3403 Export Import Procedures, Documentation & Logistics	3
IB-3404 India's Foreign Trade Policy	3
IB-3405 Global Human Resource Management	3

**Note : First three elective courses are available in III semester and rest two courses are available in IV semester.**

A student is required to opt total number of eight courses - Five in third semester and Three in fourth semester. A student can opt three courses in third semester from any one particular area of elective and two courses from the rest three areas. A student can opt two remaining electives in fourth Semester from the same area chosen in the third semester and one course from rest of the areas.

The Summer Training Project Report (Core-303) will be of 100 marks and has to be submitted within three weeks from the commencement of the third semester.

The Project Report (Core-402) will be of 200 marks (project Report 100 marks + Viva Voce. Examination 100 marks) and shall commence from third semester and the report shall be submitted towards the end of the fourth semester. A student will not be given any special permission to leave the Department for a long time to do the project, as he/she will be missing fourth semester classes. Preferably, market surveys, organization surveys in the local organizations can be done. A Board of Examiners consisting of internal and external examiners will evaluate the report.



**ESSENTIAL INFORMATION**

**1. The MBA Programme shall consist of:**

- (a) Such course (Papers) as may be prescribed by the Department.  
(b) Such Summer-training as may be prescribed by the Department.  
(c) Such factory visits as may be prescribed by the Department.
2. The medium of instruction and language of examination shall be English.
3. Each student shall have to appear at the Written University Examination of 70 marks in each paper at the end of every semester and participate in Internal Assessment of 30 marks in each paper which will be held in the manner prescribed below:
- |                                   |   |          |
|-----------------------------------|---|----------|
| (i) Assignments & Presentations   | = | 10 marks |
| (ii) Test ( Best out of Two Test) | = | 15 marks |
| (iii) Class Participation         | = | 05 marks |

Each paper in the Written University Examination will be of three hours duration. Each course (paper) will be of 100 marks and the distribution of marks shall be as under: University examination 70 marks and Internal assessment: 30 marks. But in the paper of project report, which shall be of 100 marks, internal examiner will award marks out of 50 and external examiner will also award marks out of 50. There shall be no supplementary or second full examination for failures. Provided that if a candidate after participating in the internal assessment and submitting the project report fails to appear at the Semester examination due to sickness or any other unavoidable reason, he/she will be allowed to appear at the next concerned semester examination as an Ex-student, for two subsequent examinations only and in case he/she fails to pass the said examination, he/she shall cease to be a student of the course of studies in MBA. Provided, further that if a candidate after participating in the internal assessment of all the papers and after appearing in all the theory papers fails in any two of the theory papers in any one semester examination but secures at least 48% marks in aggregate in the papers cleared at that examination; he/she will be allowed to keep the term (ATKT) and promoted to the next semester.

Such candidate shall be eligible to take examination of those two papers as the case may be in which he/she has failed along with the semester examination concerned. He/she shall be eligible to carry backlog of two papers of each semester examination but in no case he/she shall be permitted to carry backlog of more than four papers at a time and there shall be no ATKT in case of internal assessment and there shall be no revaluation in case of assessment of theory papers.

Provided further that if a candidate fails in more than two papers in any semesters examination but has participated in internal assessment of all papers of that examination, he/she may be allowed to appear at the next concerned semester examination as an Ex-student.

Provided further that if a candidate fails to secure 50 per cent of marks in aggregate but clears all the papers in a semester examination, he/she will be allowed to keep the term (ATKT) and promoted to the next semester and he/she will be allowed to appear in the next concerned semester examination along with students of the same semester with any two of the theory papers of his choice of the concerned semester so as to obtain the minimum 50 percent of marks in aggregate in the concerned semester. The option about the choice of the theory papers once exercised shall not be allowed to be changed.

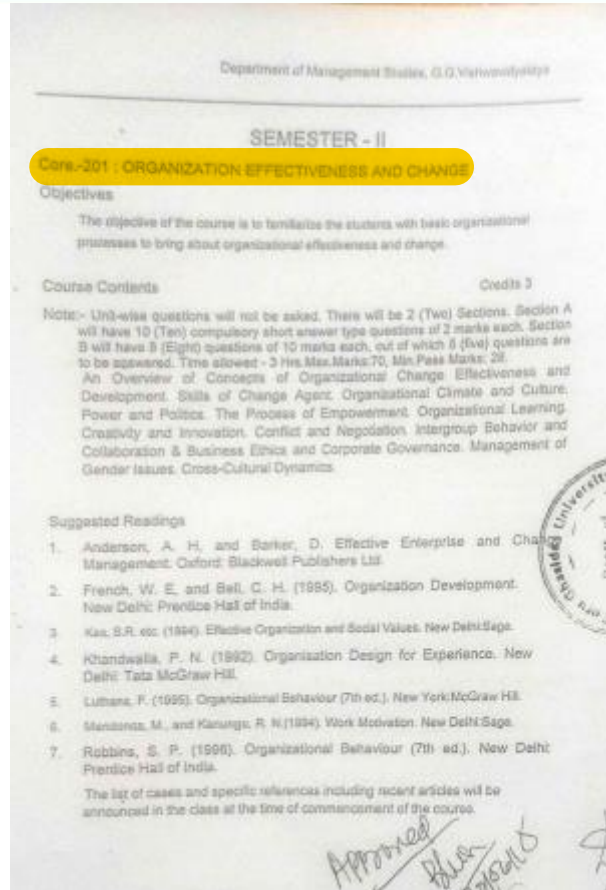
For this purpose, he/she shall be allowed to avail only one chance. However, the result of his higher semester examinations will be withheld until he clears all the lower semesters fully.

Provided further that if a candidate fails to secure the minimum 50 percent of marks in aggregate in the concerned lower semester, his concerned lower semester examination will be cancelled and he shall be allowed to appear as an ex-student in the next concerned semester examination.

Provided further that a candidate whose result is declared after the commencement of next higher semester for any reasons he/she may be allowed to attend classes for the next higher semester.

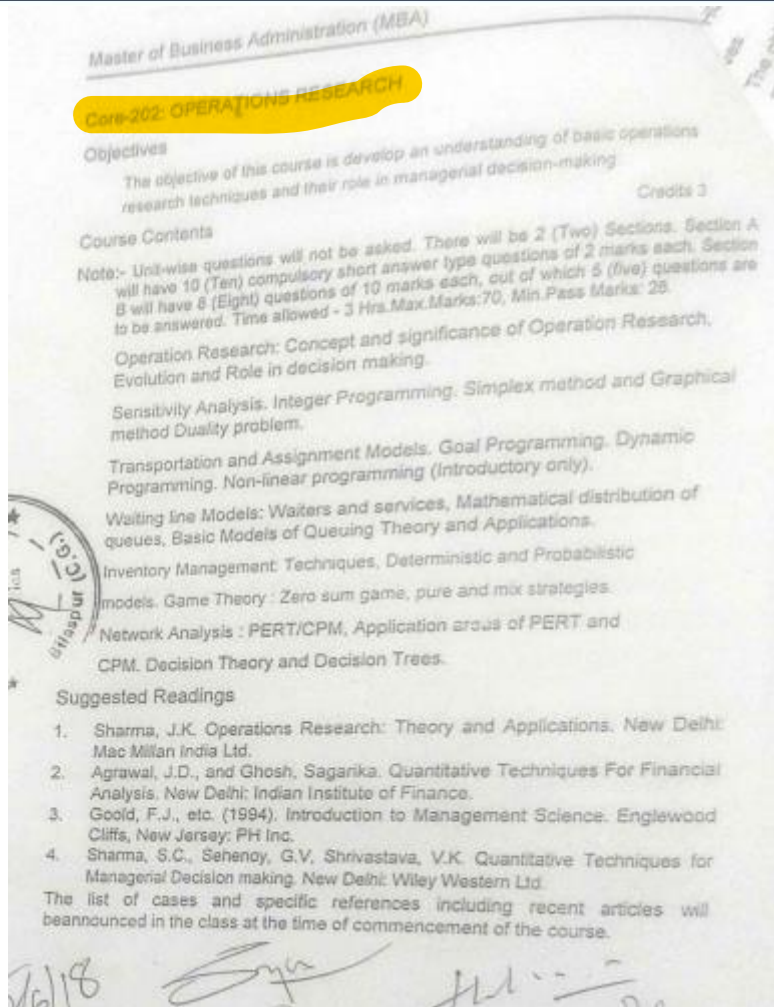
On account of shortage of attendance, if any candidate is not allowed to appear the semester examination his/her admission shall stand cancelled. However, he/she may apply for readmission only, once after paying the fees as prescribed for fresh admission.

- There is no provision of Non-Collegiate candidate for this course.
4. A student of MBA Programme pursuing a regular course, shall not be permitted to take up any other examination or course or service simultaneously. However, this restriction shall not be applicable to the student of Language Certificate Courses.
5. No person shall be admitted to MBA Degree course if he/she has already passed MBA Examination or any equivalent examination of any university or statutory body. However, this restriction shall not be applicable to diploma holders.
6. Each student shall pay the fees as may be determined by the University from time to time. Examination fees, Hostel fees, Application Form fees, Admission Test fees etc. shall also be prescribed by the University from time to time.
7. For passing the examination, the candidate shall be required to secure at least 40% marks in each of the prescribed courses and an aggregate of 50% marks separately in internal assessment & written examination.
8. No student shall be allowed to take up the Examination unless he/she has:
- Attended at least 75% of lectures delivered,
  - Paid all the fees due,
  - Obtained "No Dues" Certificate, form the Library & the Department,
  - Submitted the field Project Report as prescribed by the Department,
  - Received "In-plant Training" as prescribed by the Department and
  - Cleared all the dues of the Host Institution where "In-plant Training" has been received by him.
9. For points 01 through 09 provisions of ordinance No. 72 shall prevail. In matters of admission, attendance, examination and in all other matters not provided for in Ordinance No. 72, the MBA Degree Course shall be governed by the General Provision of the relevant Ordinance save in so far as they are not inconsistent with the provisions of Ordinance No. 72.



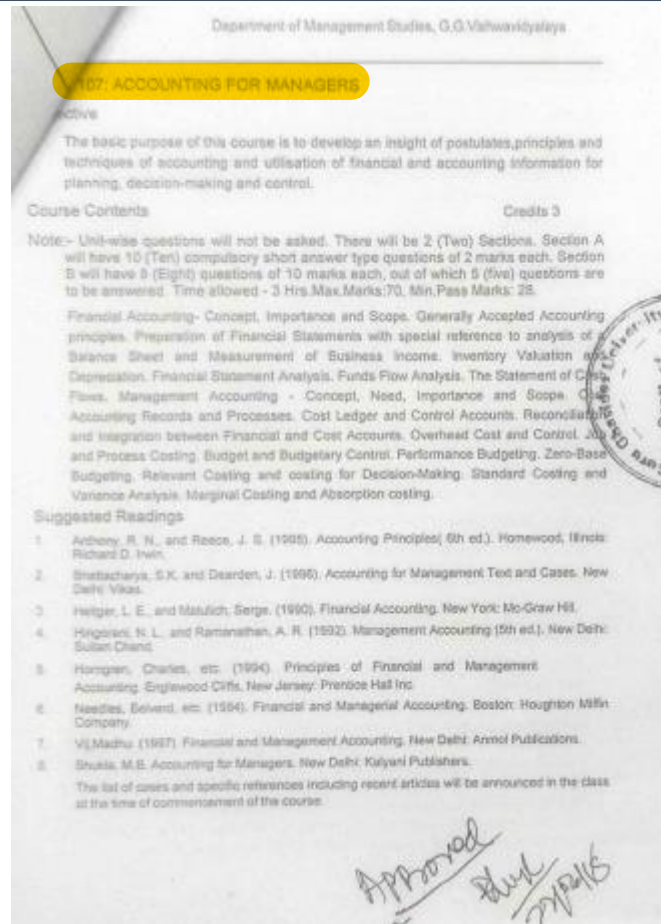
**Course Outcomes:**

On successful completion of this course, the learner will be able to Understand the change management process and apply it for the effectiveness of the organization.



**Course Outcomes:**

On successful completion of this course, the learner will be able to apply various tools operations research for business decision making and optimizations of organstional resources.

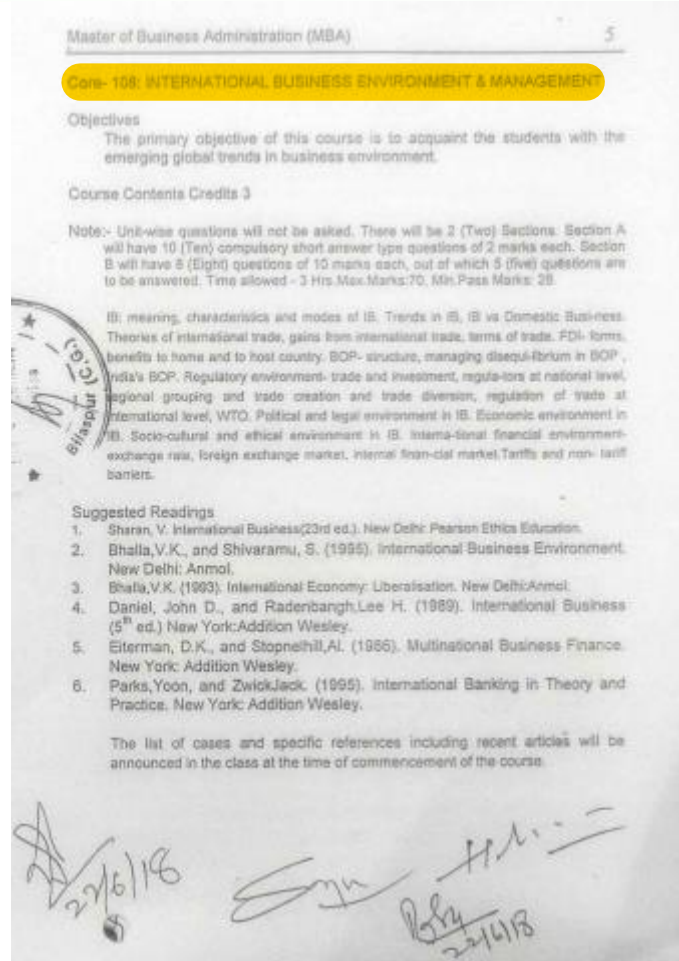


### Course Outcomes:

On successful completion of this course, the learner will be able to -

1. Prepare and understand financial statements
2. Understand the application of different analytical tools like ratio analysis, cash flow statement, funds flow statement, etc.
3. Apply different financial tools for decision making.

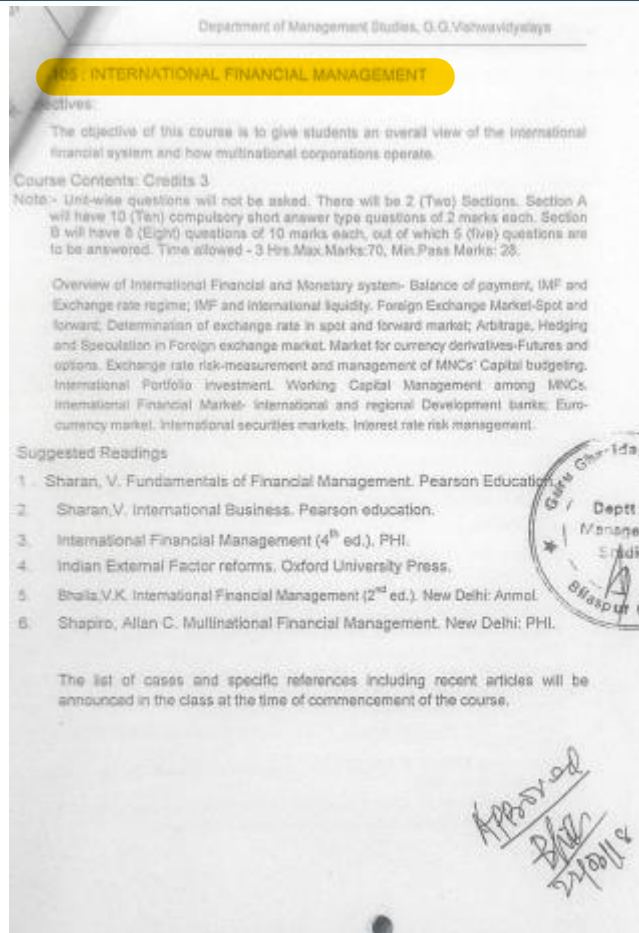




**Course Outcomes:**

On successful completion of this course, the learner will be able to –

1. Explain the environmental context of International Business
2. Apply the framework for analyzing international business environment
3. Elaborate the Global Trading Environment
4. Elaborate the International Financial Environment.
5. Define the movements in foreign exchange and interest rates
6. Elaborate the International Economic Institutions and Agreements
7. Define the Multinational Corporations and their involvement in International Business



**Course Outcomes:**

1. Explain operations in foreign exchange market.
2. Describe complexities of managing finance of multinational firm.
3. Understand the regulatory framework within which the operations can take place
4. Explain international Capital Budgeting and its use for MNCs
5. Describe currency and interest rate risk management.
6. Explain key elements and issues of International Taxation.



MARKETING AREA:  
MM-3201 TO MM-3205

MM-3201: CONSUMER BEHAVIOUR

Objectives

The basic objective of this course is to develop and understanding about the consumer decision-making process and its applications in marketing function of firms.

Course Contents

Credits 3

Note:- Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section B will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are to be answered. Time allowed - 3 Hrs. Max. Marks: 70, Min. Pass Marks: 28.

Introduction To Consumer Behaviour, Consumer Behaviour And Marketing Strategy, Consumer Improvement And Decision Making, Information Search Process, Evaluative - Criteria And Decision Roles, Consumer Motivation, Information Processing, Consumer Perception, Consumer Attitudes And Attitude Change, Influence Of Personality And Self Concepts On Buying Behaviour, Psychographics And Lifestyle, Reference Group Influence, Diffusion Of Innovation And Opinion Leadership, Family Decision Making, Industrial Buying Behaviour, Models Of Consumer Behaviour, Consumer Behaviour Audit, Consumer Behaviour Studies In India.

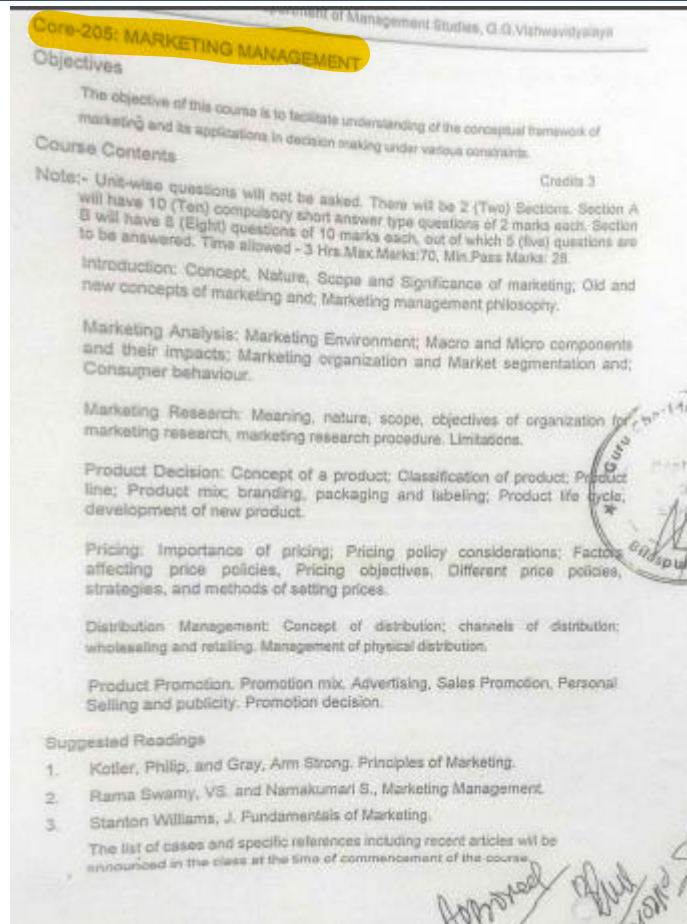
Suggested Readings:

1. Kotler, P. (1997). Consumer Behaviour and Marketing Action, Ohio: South Western.
2. Engle, J. F., etc. (1993). Consumer Behaviour, Chicago: Dryden Press.
3. Howard, John A., etc. (1985). Consumer Behaviours Marketing, Englewood Cliffs, New Jersey: Prentice Hall Inc.
4. Hawkins, D. L., etc. (1995). Consumer Behaviour: Implications for Marketing Strategy, Texas: Business.
5. Mowen, John G. (1993). Consumer Behaviour, New York: MacMillan.
6. Schiffman, L. G., and Kanuk, L. L. (1994). Consumer Behaviour, New Delhi: Prentice Hall Of India.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of commencement of the course.

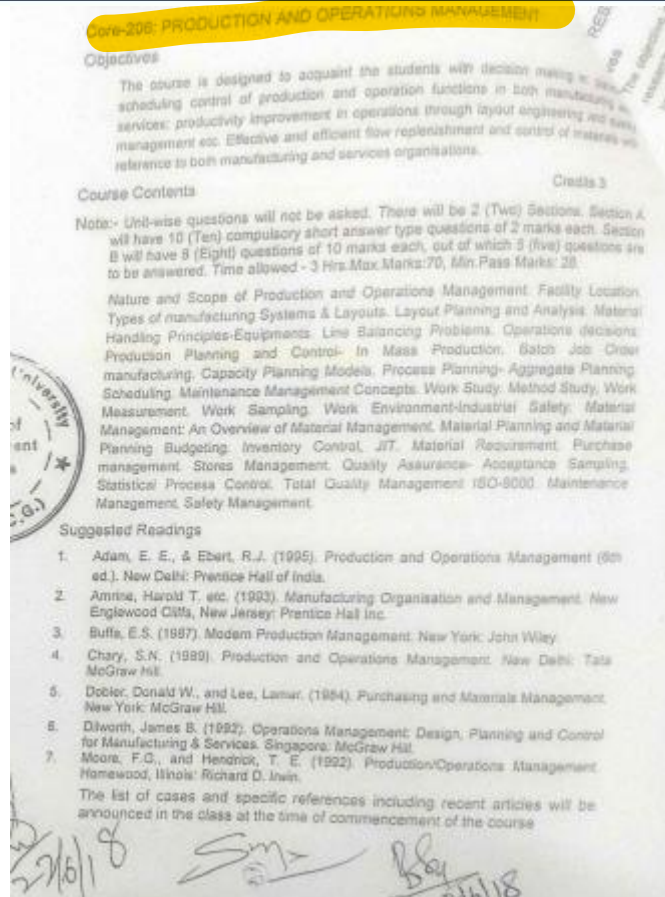
Course Outcomes:

1. Environmental Influences on Consumer Behavior
2. Illustrate Influence of marketing mix variables
3. Individual Determinants of Consumer Behavior.
4. apply marketing strategy to influences consumer behaviour..
5. Demographic & Socio-economic Profile.
6. To apply knowledge in the marketing planning process, particularly in market segmentation, positioning, and marketing mix development.



**Course Outcomes:**  
Students will able to

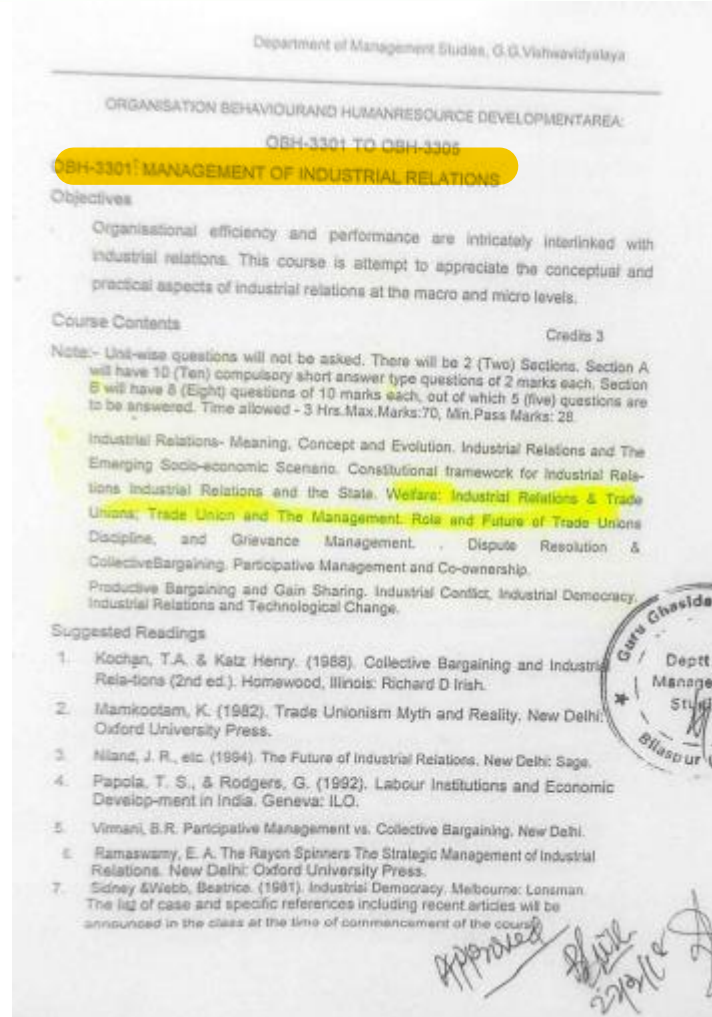
1. Relate Marketing Mix as a framework for Marketing Decision making.
2. Understand the need, importance and process of Marketing Planning and Control.
3. Learn and examine the students to the dynamic nature of Marketing Function.
4. Acquire an understanding of fundamental concepts of Marketing.



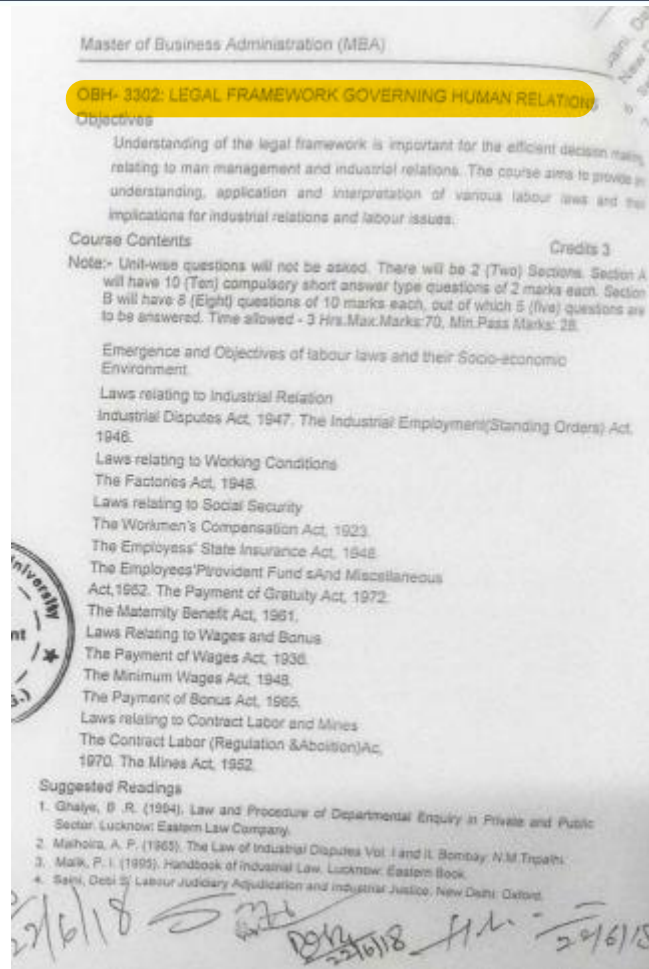
**Course Outcomes:**

Students will able to

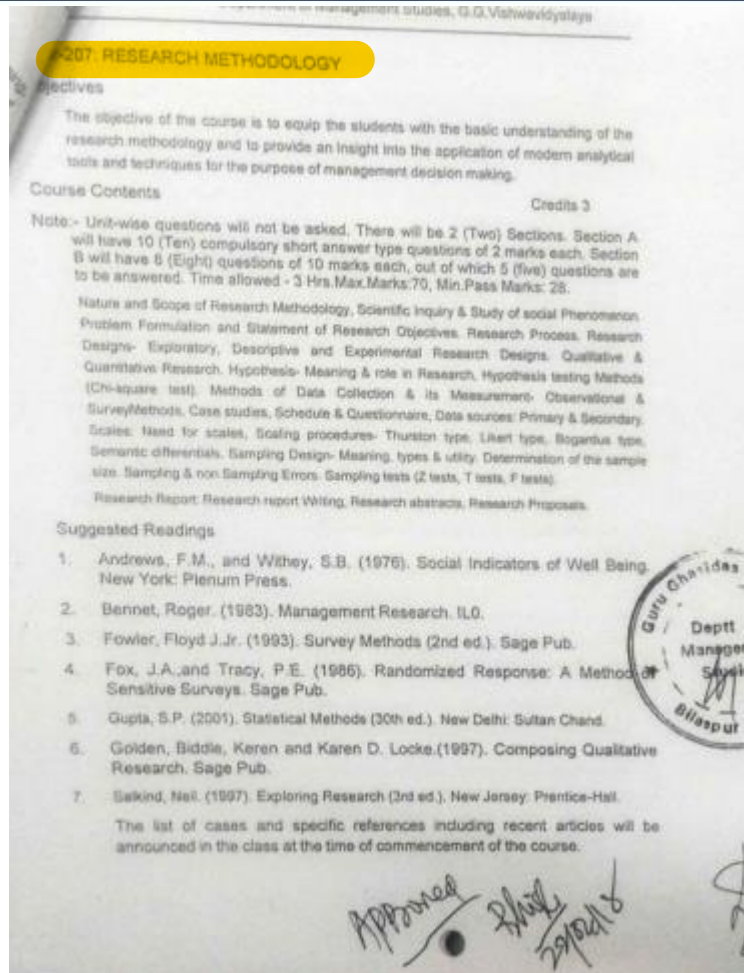
1. Understand the principals of production management and apply them for improving the productive of the organisation



**Course Outcomes:** After the course, the students are expected to fair knowledge of industrial relations which help them to effective IR managers



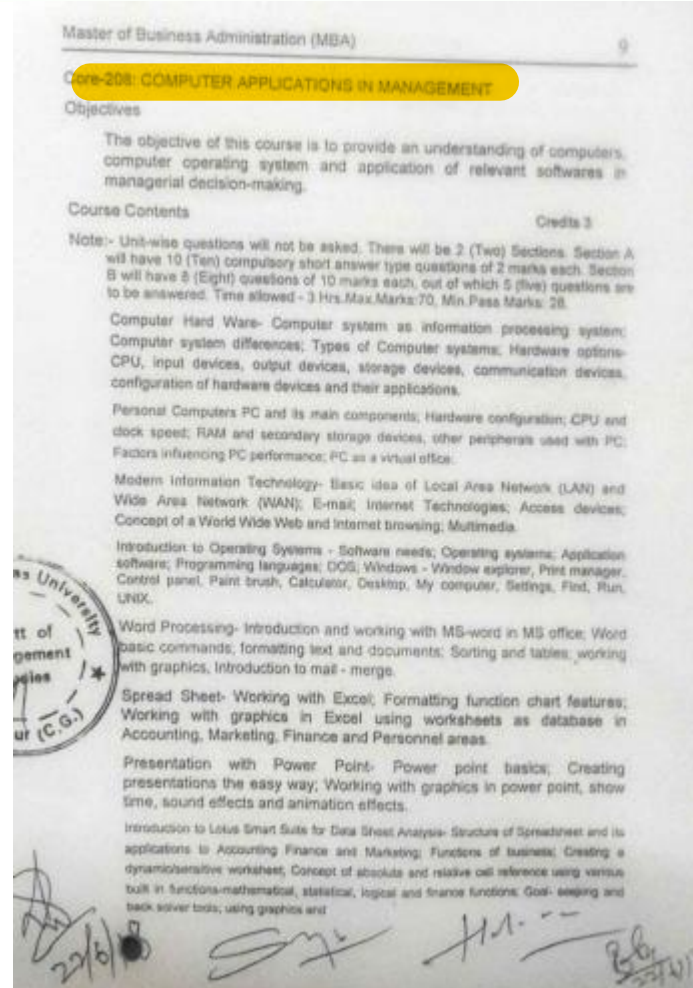
**Course Outcomes:** At the end of the course, the students are expected to have a fair knowledge of legislations governing human relations



### Course Outcomes:

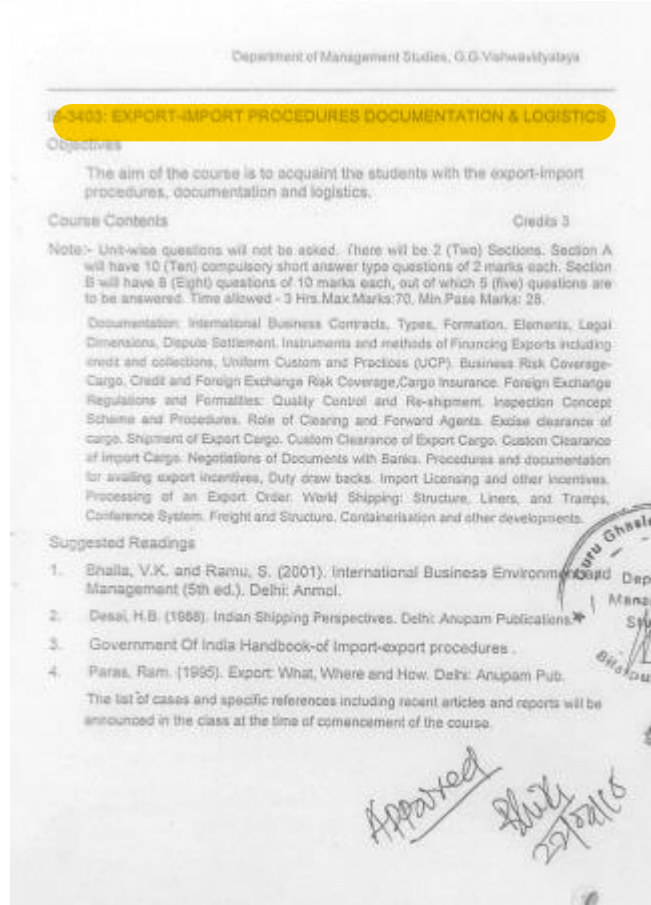
On successful completion of this course, the learner will be able to apply various research tools for carrying out effective research for decisions business.





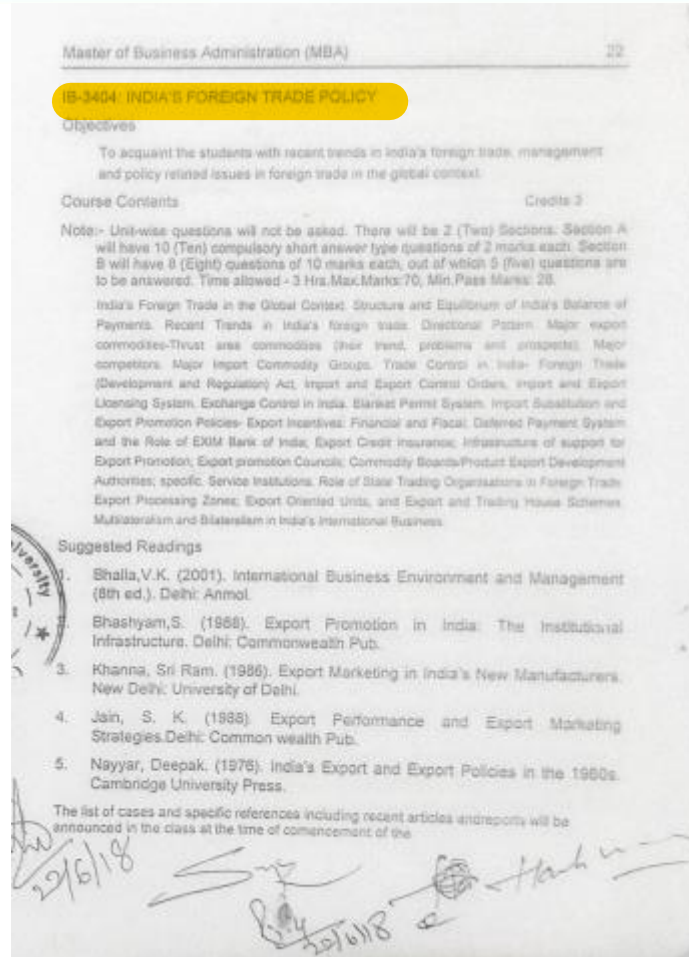
**Course Outcomes:**

1. Identify various types of Information System for Business
2. Understand Information Technology Infrastructure
3. Define databases & identify types of Databases
4. Apply Information Systems in business
5. Learn about E-Commerce & its Applications
6. Understand the Process of E-payments  
Learn emerging trends in Computing  
Understand the need for Computer Security & Security Mechanisms.



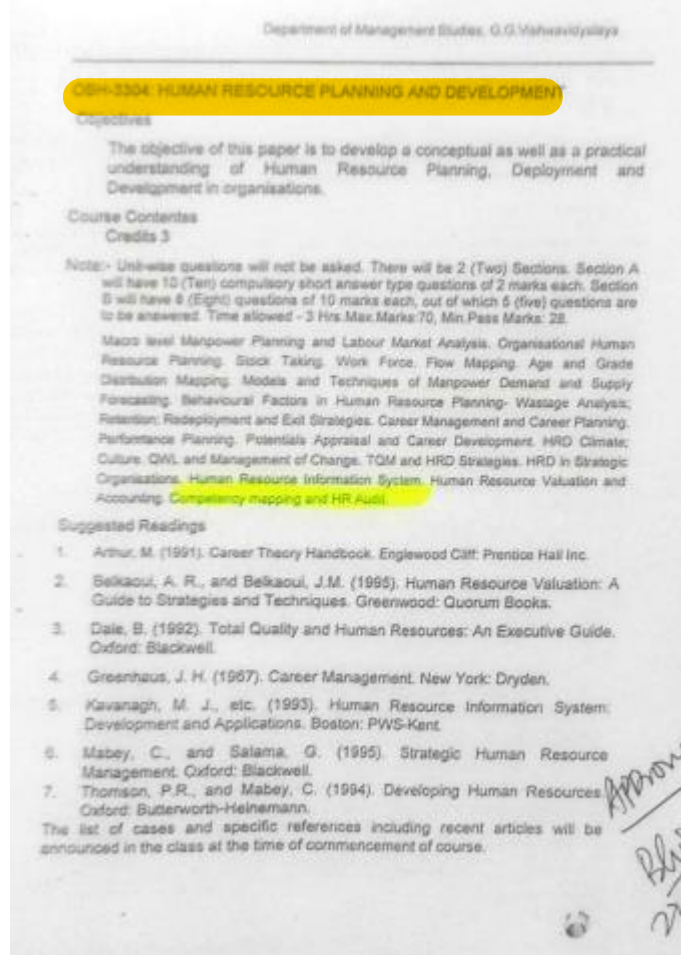
**Course Outcomes:**

On successful completion of this course, the students will be able to understand the export-import procedures are including credit and collection



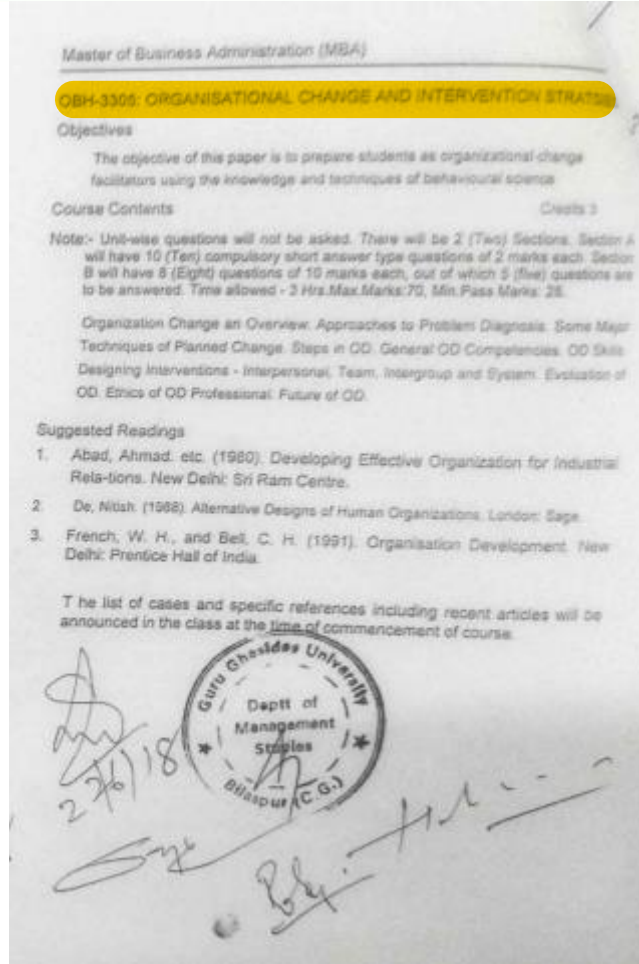
**Course Outcomes:**

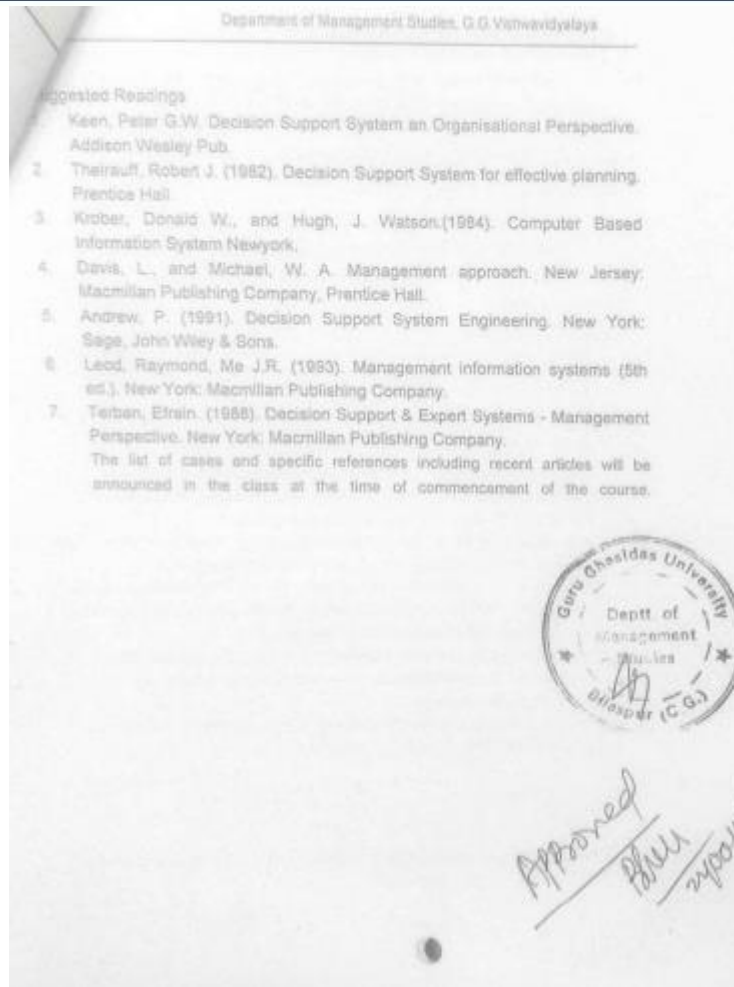
On successful completion of this course, the students will be able to understand the recent trends in India's foreign trade and policies related to Indians foreign trade in the global context.



**Course Outcomes:** At the end of the course the learner is expected to

1. Analyze the theory and concepts of human resource planning and Development
2. Identify the evolution of HRP throughout the organization.
3. Relate and apply models and methods used in forecasting.
4. Describe the applications of a Human Resources Information System.





**Course Outcomes:** After the course, the students are expected to have a good knowledge and techniques of throughout the organisational changes and intervention strategies



Master of Business Administration (MBA) 11

**Core-302: CORPORATE LEGAL FRAMEWORK**

Objectives

The course is designed to assist the students in understanding basic laws affecting the operations of a business enterprise.

Course Contents Credits 3

Note: - Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section B will have 5 (Eight) questions of 10 marks each, out of which 5 (five) questions are to be answered. Time allowed - 3 Hrs. Max. Marks: 70. Min. Pass Marks: 28.

Indian Contract Act, 1872 - Essentials of valid contract, Performance of contracts, Discharge of contract, Breach of contract, Quasi contract.  
The Sale of Goods Act, 1930- Conditions and Warranties, Rights of unpaid seller.  
The Central Goods and Services Tax Act, 2017: Basic Concept and overview of GST - Supply under GST, Exemption from GST, Time of Supply, Value of Supply.  
Negotiable Instruments Act 1881- Nature and types, Holder - in- Due course, Dishon-our and Discharge of N.I.  
The Companies Act 2013: Nature and types, Formation, Memorandum and Article of Association, Prospectus, and Allotment of shares, Company Management, Winding up and dissolution of companies.  
Consumer Protection Act 1985 (nature, rights, grievance redressal machinery), FEMA 2000, SEBI Act 1992, Cyber Law.  
WTO - Framework, Principles and Charter, TRIPS and TRIMS.

Suggested Readings

1. Singh, Avtar, Company Law (11th ed.), Lucknow: Eastern.
2. Tuteja, S.K. (1998). Business Law for Managers. New Delhi: Sultan Chand.
3. Bhandari, M.L. Guide to Company Law, Procedure - Vols. I, II, and III. New Delhi: Jain Book Agency.
4. Ravegmala, J.S. (1990). The Negotiable Instruments Act. Bombay: N.M. Tripathi.
5. Singh, Awdhish, GST made Simple, Centax Pub.pvt.ltd.ed: 2018-19

The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.

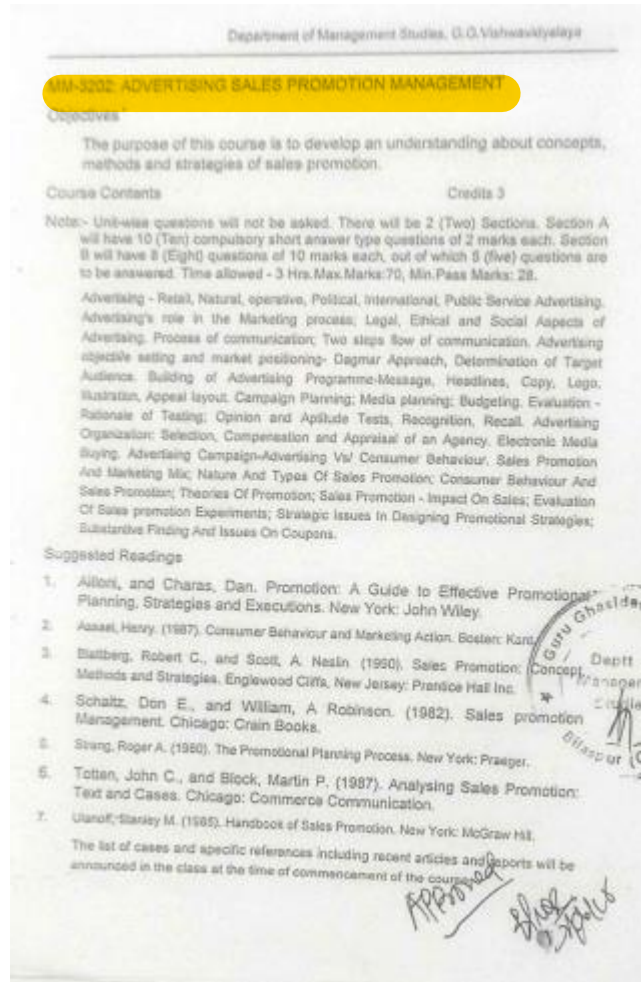
Core-303: SUMMER TRAINING PROJECT Credits 3

At the end of second semester, all students will have to undergo summer training of 6-8 weeks with an industrial, business or service organization by taking up a project study.

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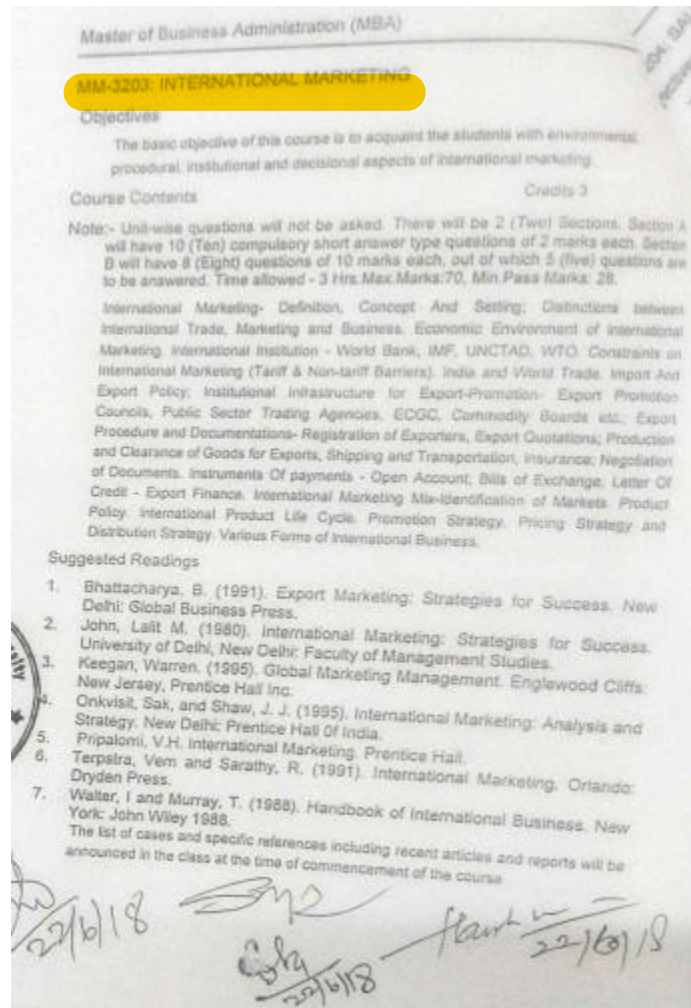
#### Course Outcomes:

1. Acquire a sound understanding of the corporate legal Framework of the affecting businesses legal.
2. Apply basic legal knowledge to business transactions.



**Course Outcomes:** At the end of the course, the students are expected to have a fair knowledge of legislations governing human relations

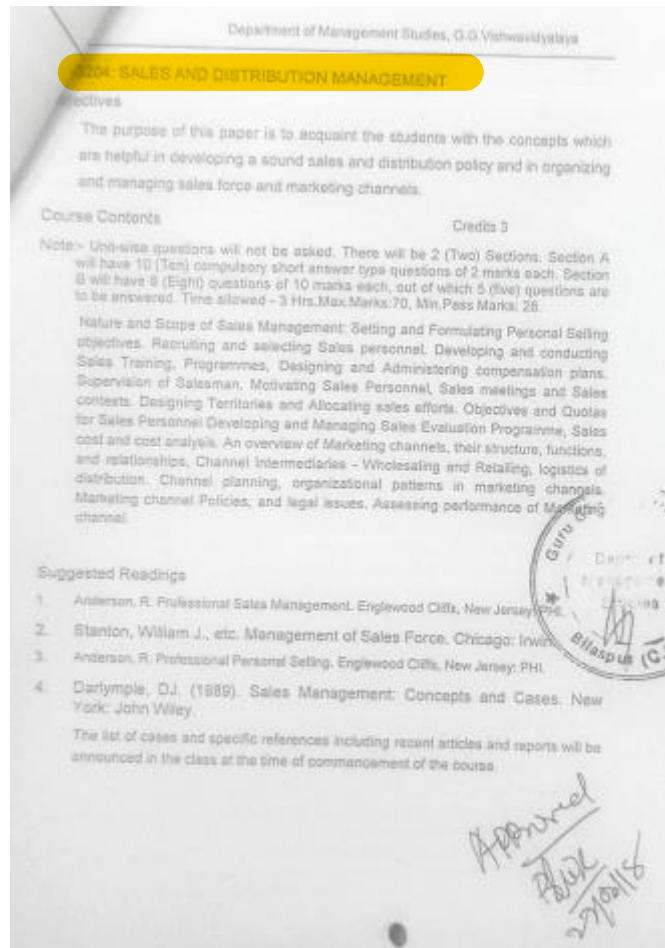




#### Course Outcomes:

Students will able to-

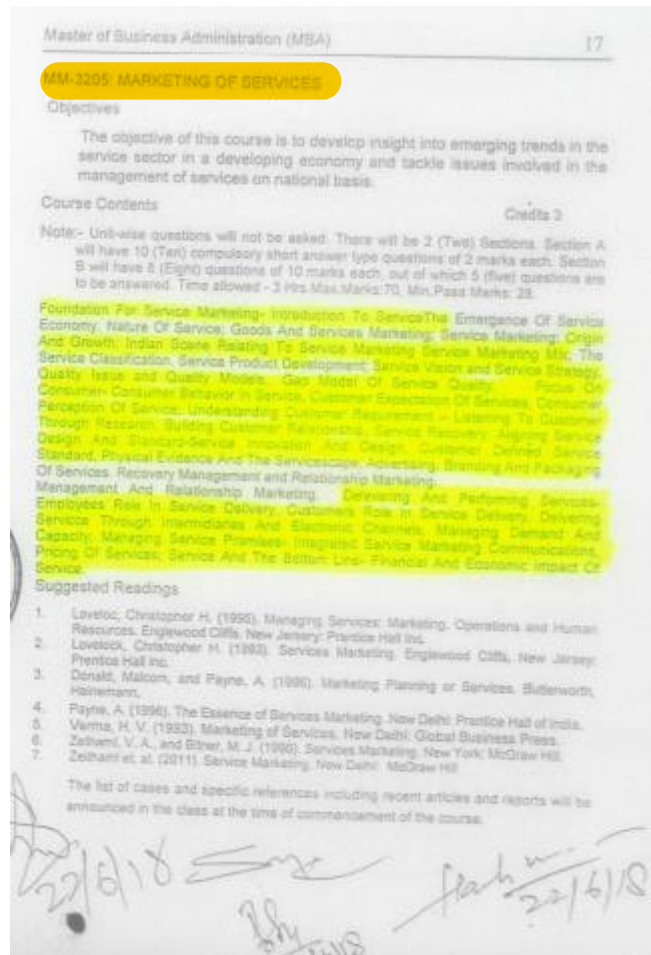
1. Understand the peculiarities of international marketing
2. Develop the students' ability to devise marketing mix for international marketing



**Course Outcomes:**

Students will able to-

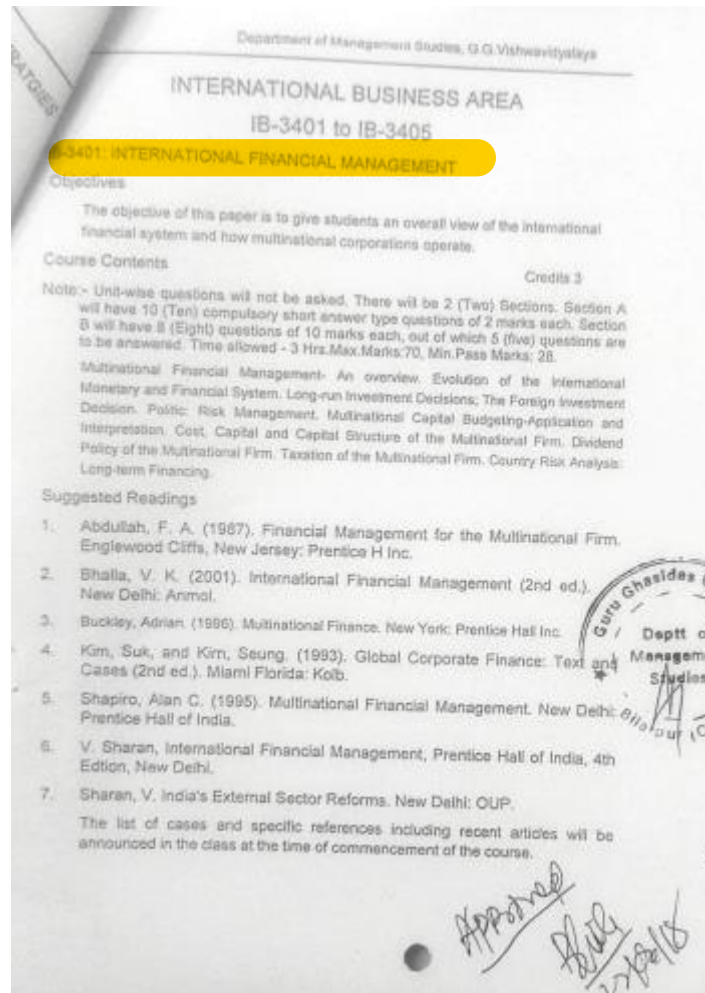
1. Distinguish importance of services marketing in the global economy
2. Evaluate, classify, imagine and plan the successful service marketing.
3. Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans.



### Course Outcomes:

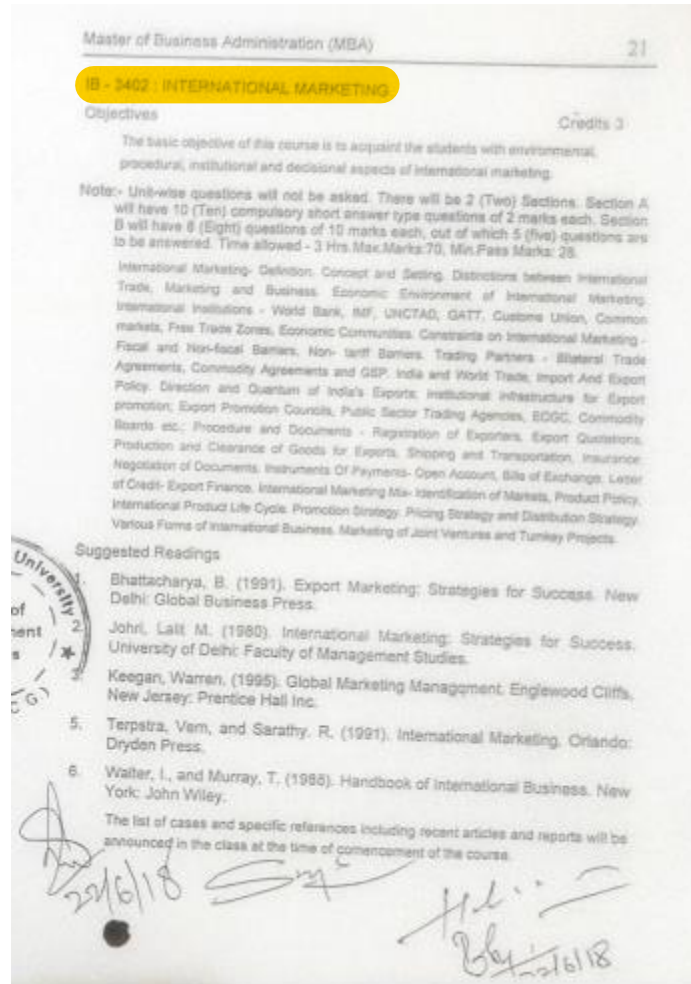
Students will able to-

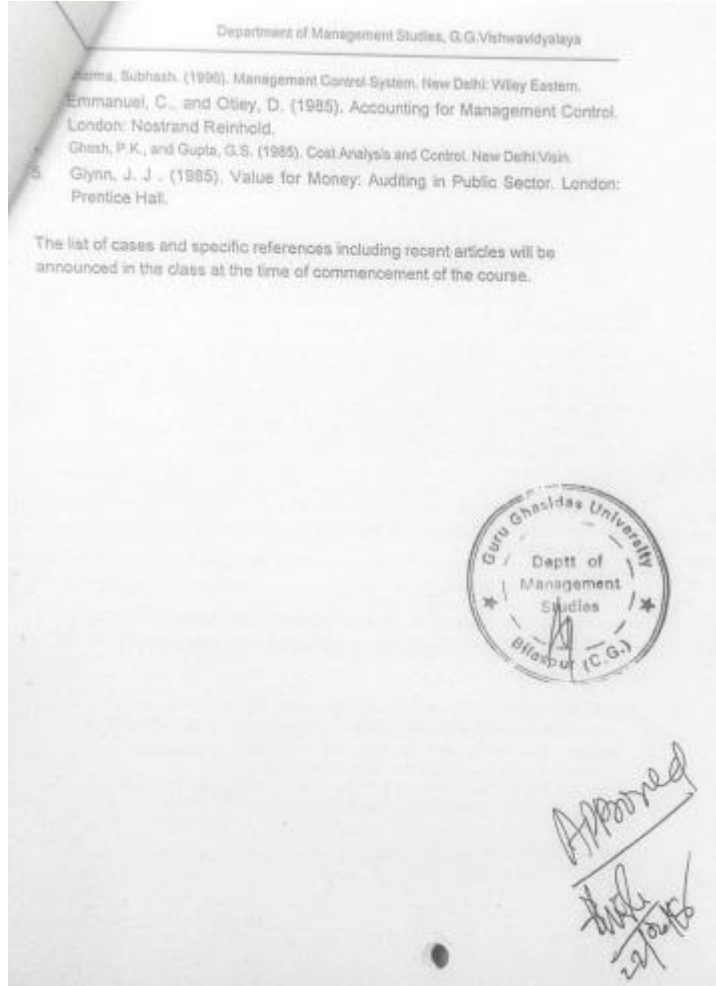
1. Explain the significance of services marketing in the global economy and the deeper aspects of successful services marketing also found challenges and opportunities in services marketing
2. Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner.
3. Understand the expectations of customers and know how to translate this knowledge into genuine value for customers



**Course Outcomes:**

1. Explain operations in foreign exchange market.
2. Describe complexities of managing finance of multinational firm.
3. Understand the regulatory framework within which the operations can take place
4. Explain international Capital Budgeting and its use for MNCs
5. Describe currency and interest rate risk management.
6. Explain key elements and issues of International Taxation.





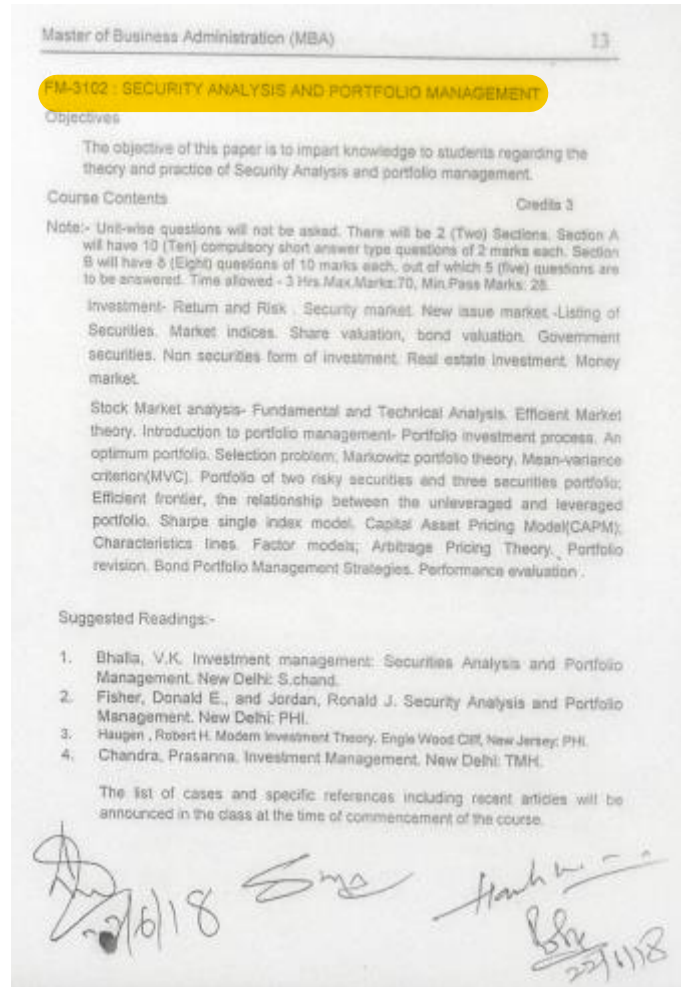


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**Course Outcomes:**

Students will able to-

1. Explain Nature, importance and scope of international marketing
2. Define International marketing management process Scanning and monitoring global marketing environment
3. Analyzes International Market Segmentation and Positioning
4. Elaborate Screening and selection of markets, International market entry strategies
5. Explain Major Product decisions- Product features and quality, Product design, labelling, packaging
6. Explain Pricing for International Markets.
7. Formulate Factors affecting international price determination; environment factors affecting international prices, International pricing process and policies
8. Define structure of international distribution systems; Distribution channel strategy-International distribution
9. Explain International Promotion Strategies.

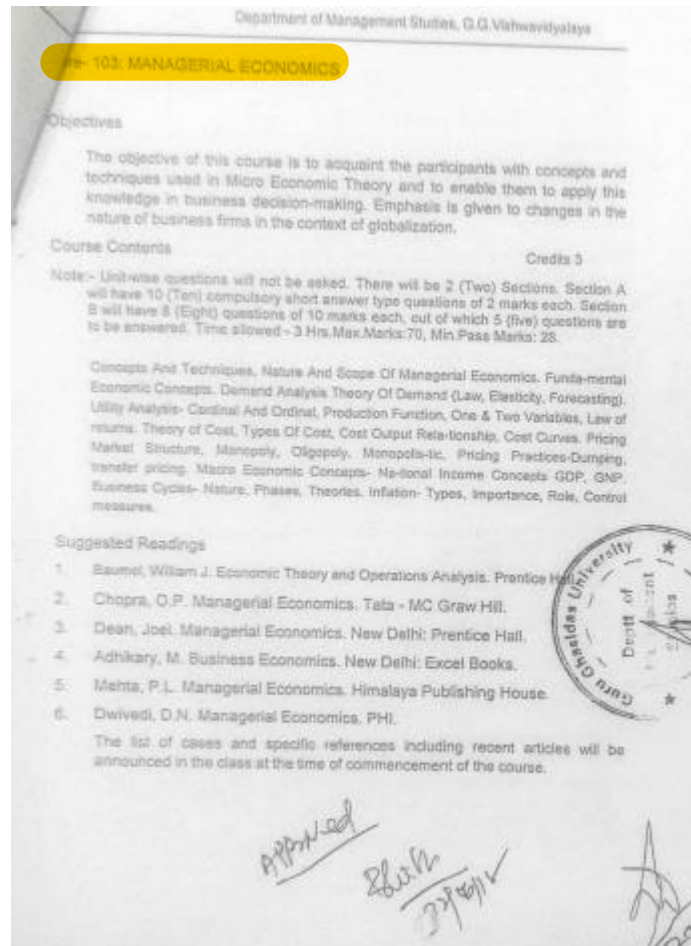


### Course Outcomes:

Students will able to –

1. Understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.
2. Designing and managing the bond as well as equity portfolios in the real word.

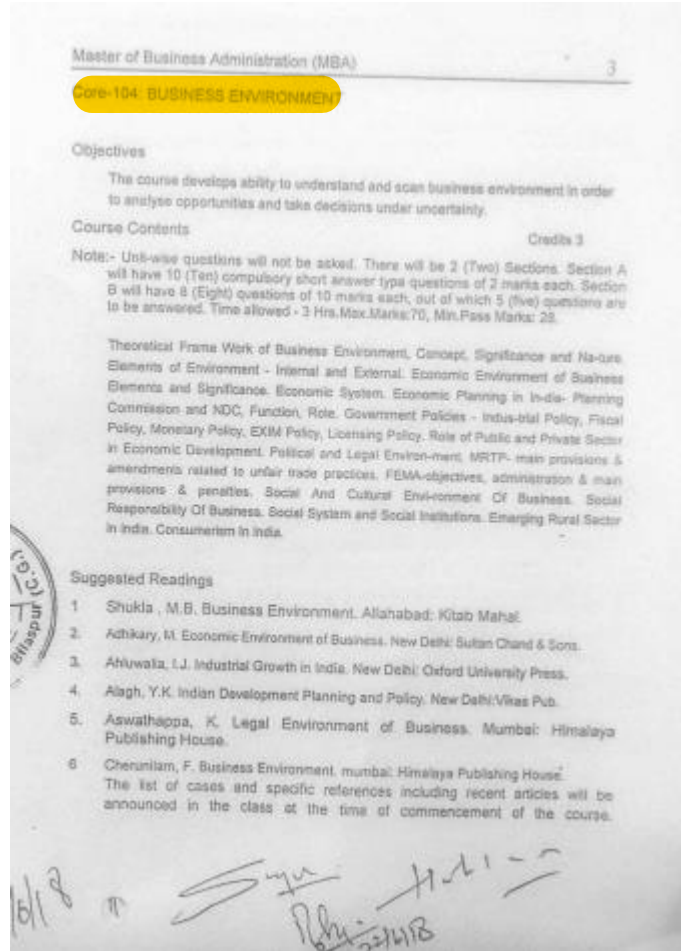


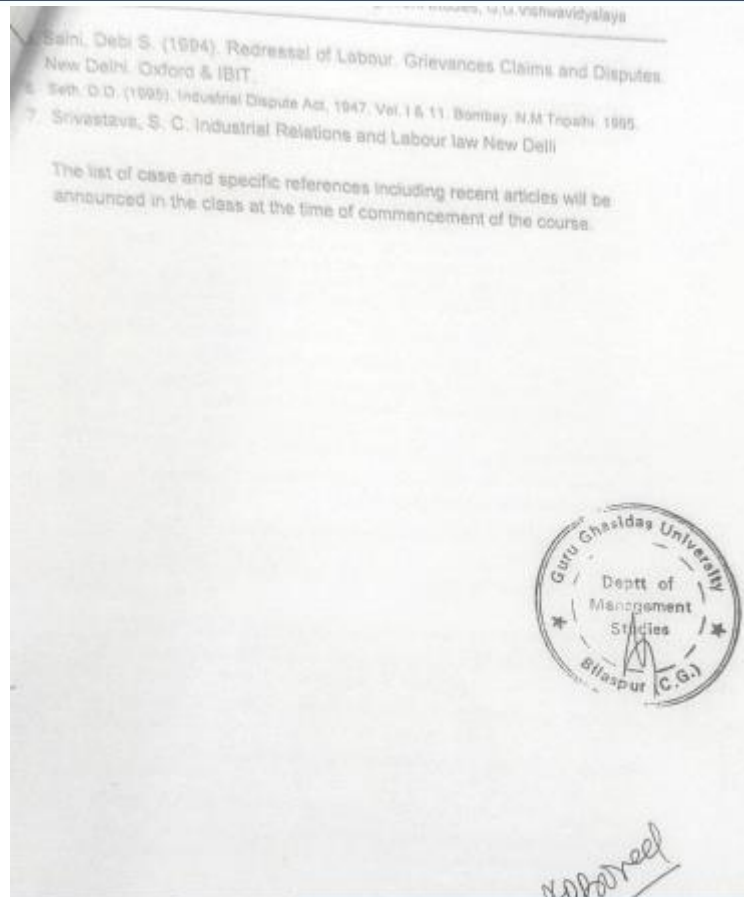


**Course Outcomes:**

On successful completion of this course, the students are expected to will be able to -

1. Know basic concepts of managerial economics and how they are applied in different decisional situations.
2. Know the different demand situations and critical variables determining the demand and how to estimate the demand and finally how elasticity of demand can be applied in taking the pricing decisions.
3. understand how output and price decisions are taken by a firm in different market structure in order to maximize the profits beside different price tactics adopted by firm

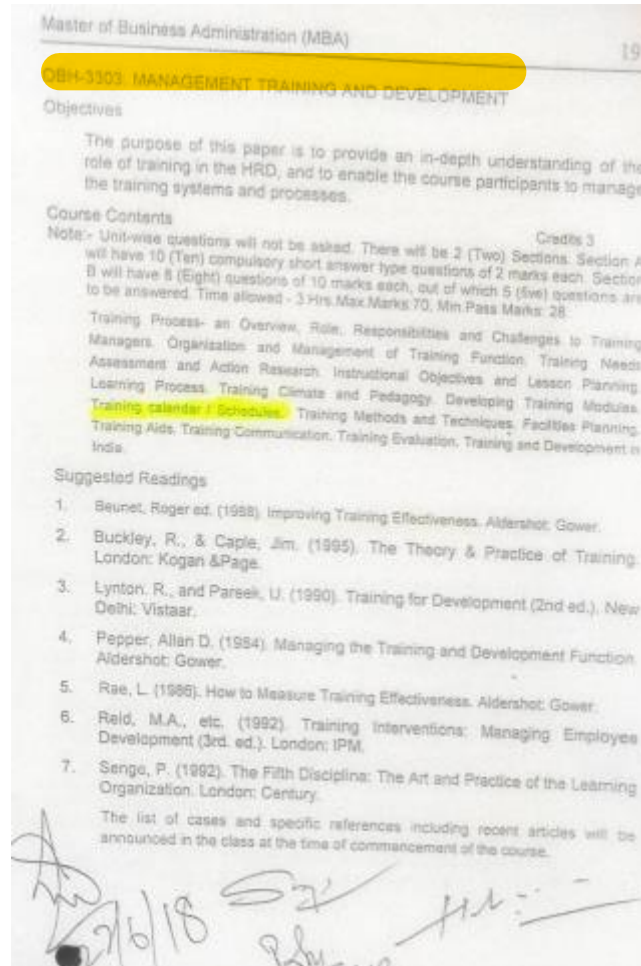




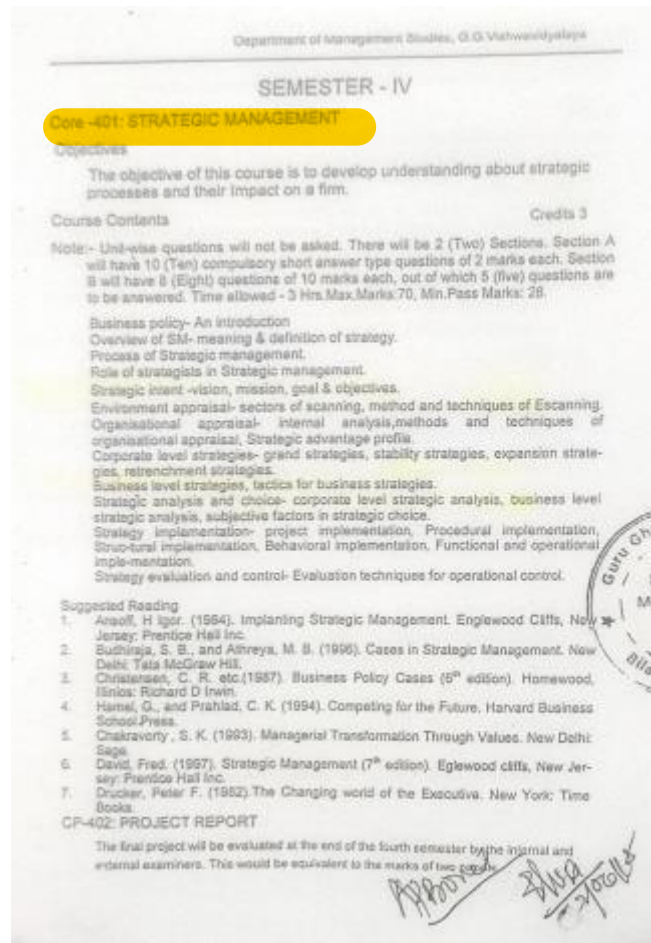
**Course Outcomes:**

On successful completion of this course, the learner will be able to –

1. Comprehend the forces that shape business and economic structure and develop strategies to cope with the same.
2. Evaluate the economic & political environmental dynamics to cope with the changing regulations affecting business and its profitability.
3. Analyze the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position.
4. Understand the international influences on domestic business and measures to be taken for successful global business operations.



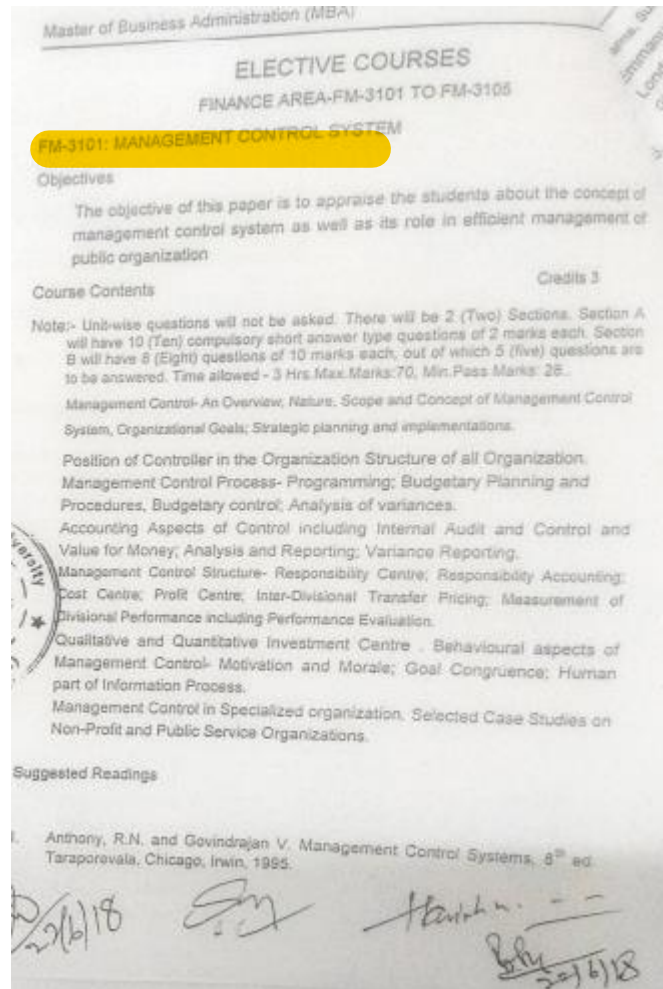
**Course Outcomes:** After the course, the students are expected to have a good understanding of the concepts on training and development and apply them in practice



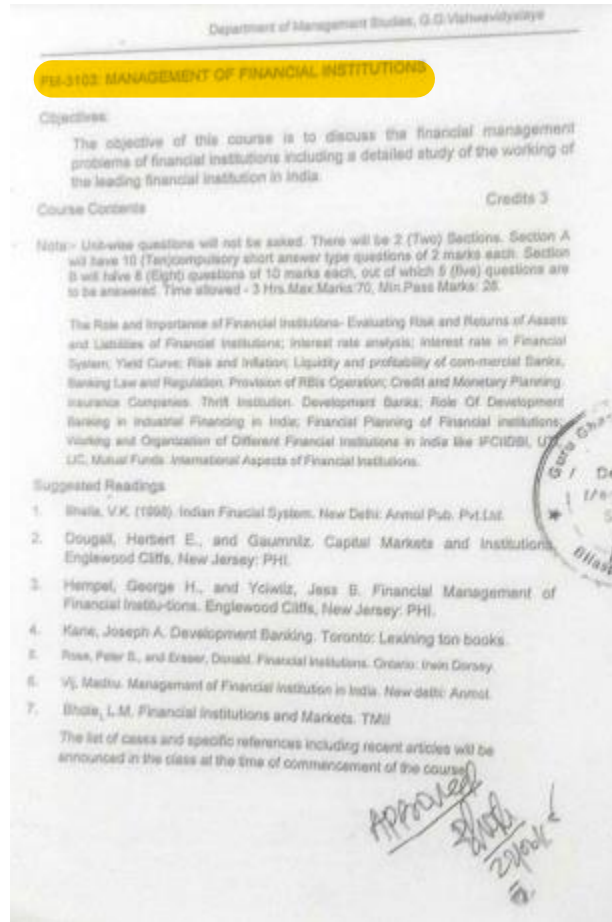
### Course Outcomes:

#### Student will-

1. Explore participants to various perspectives and concepts in the field of Strategic Management.
2. Develop skills for applying these concepts to the solution of business problems.
3. Create mastery in analytical tools of strategic management.



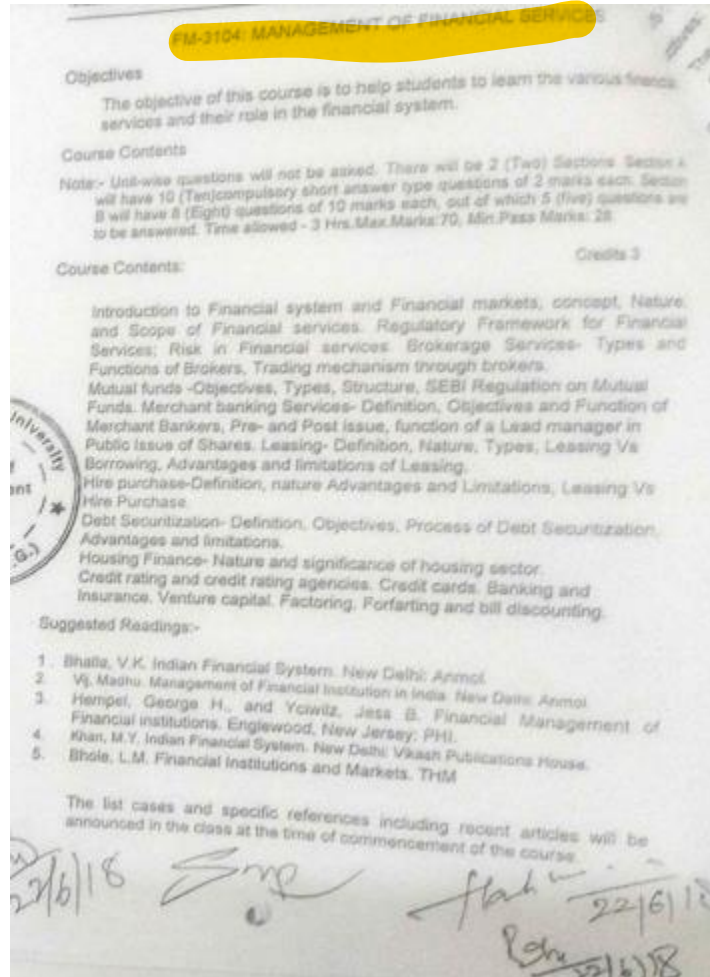
**Course Outcomes:** On successful completion of this course, the students will be able to apply various concept of management control in different organizations.



**Course Outcomes:**

At the end of the Course, Student will be able to:

Understand the role and importance of financial institution. They are expected to manage the risk and returns of different financial institutions.

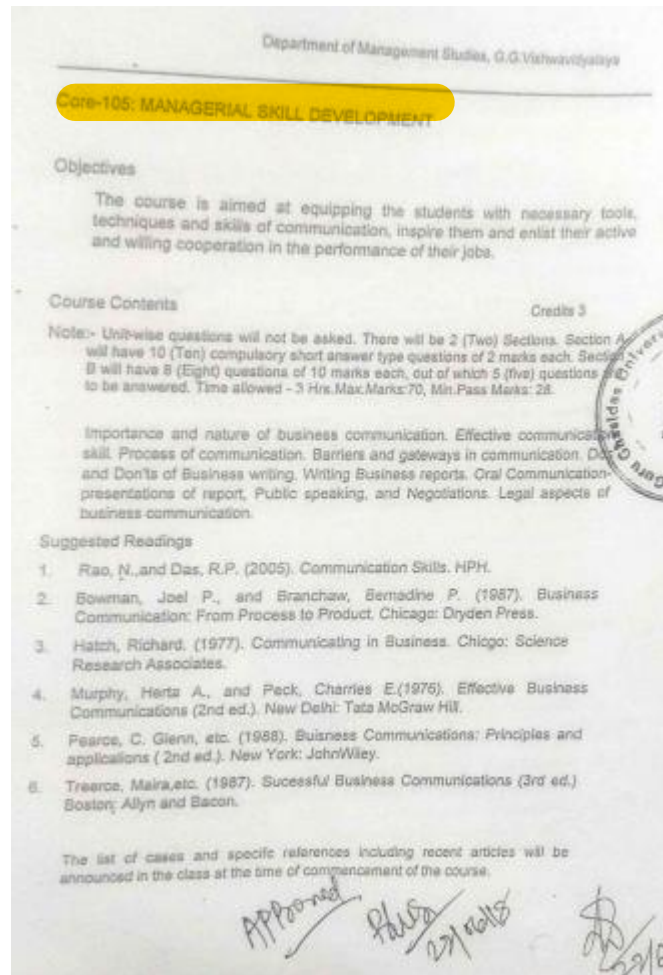


#### Course Outcomes:

At the end of this course students will be able to

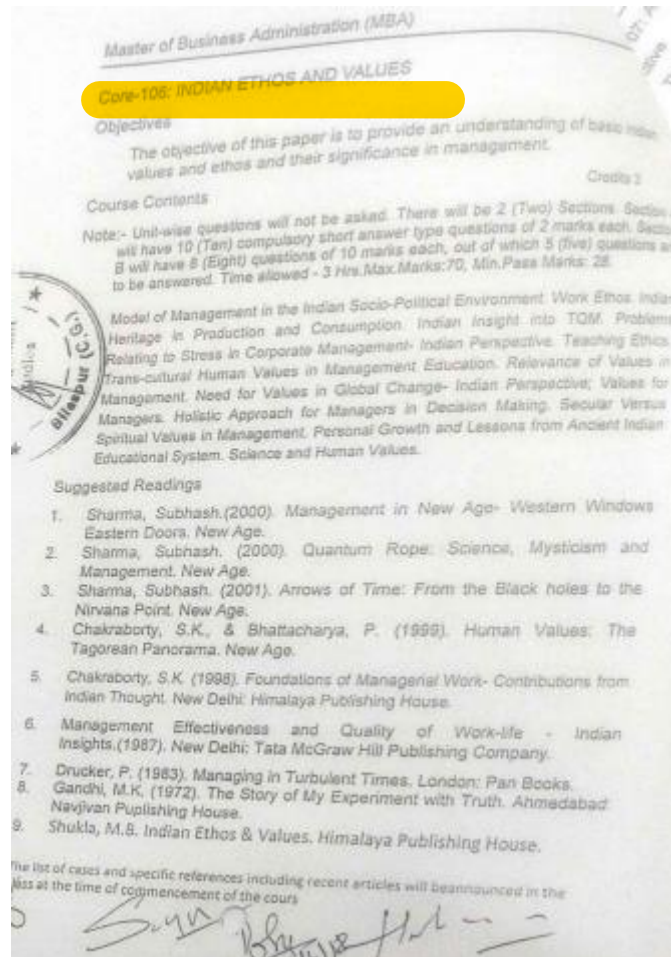
1. Understand the meaning and concepts of financial markets and financial system.
2. Understand the intricacies of managing different types of financial services





**Course Outcomes:**

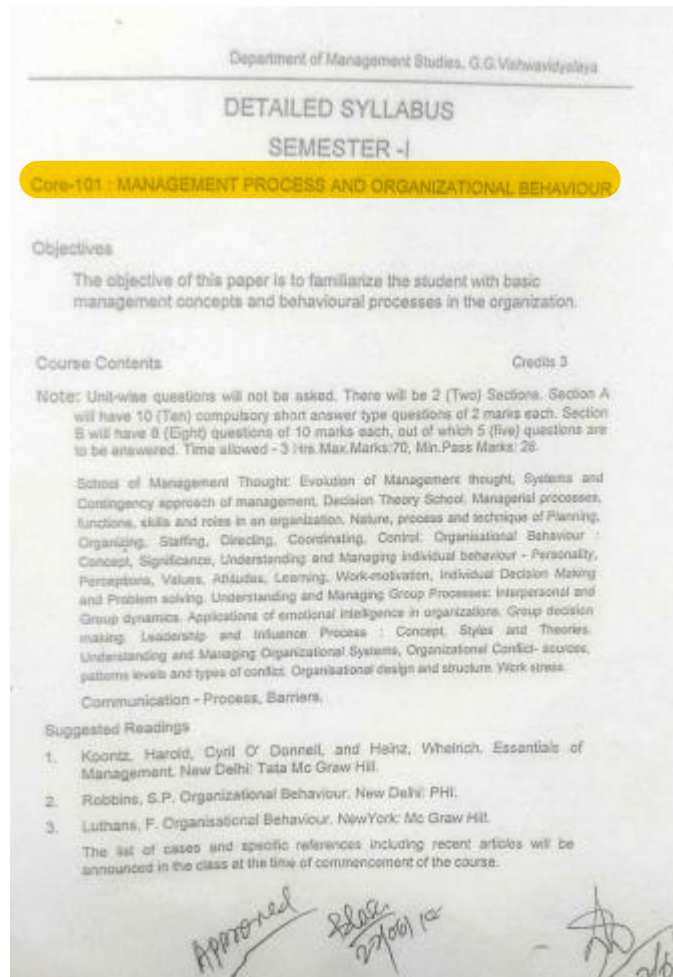
On successful completion of this course, the learner are expected to understand the nature of communication and improve is communication skill



#### Course Outcomes:

On successful completion of this course, the learner will be able to –

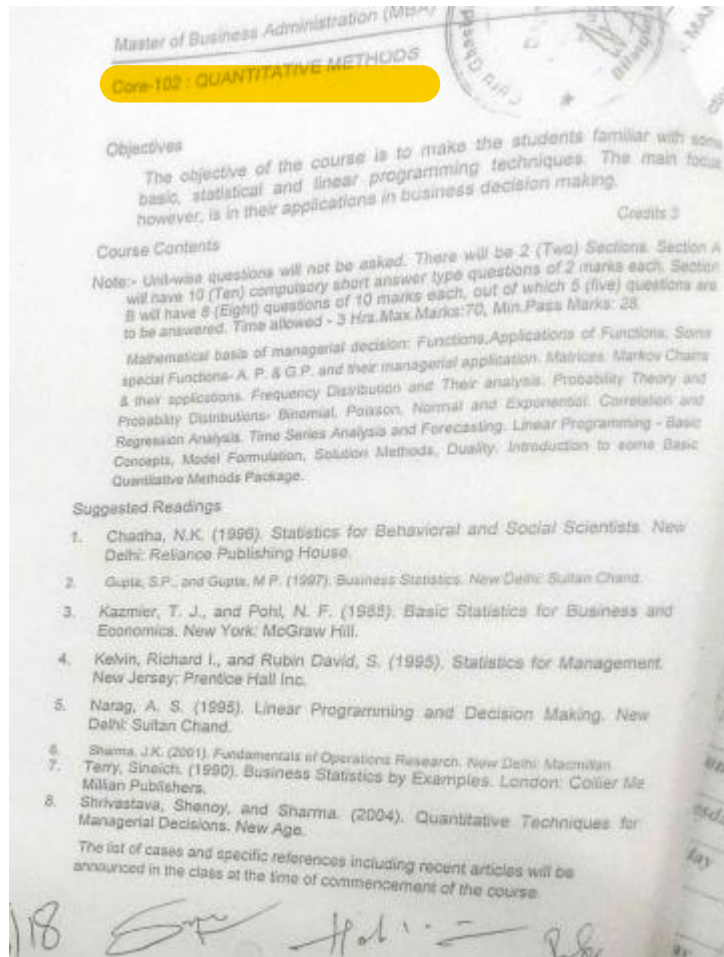
1. Develop and understanding of Indian value system and its application in managerial practices and their perspectives.
2. Practice value based management and ethical norms in business.



#### Course Outcomes:

On successful completion of this course, the learner will be able to -

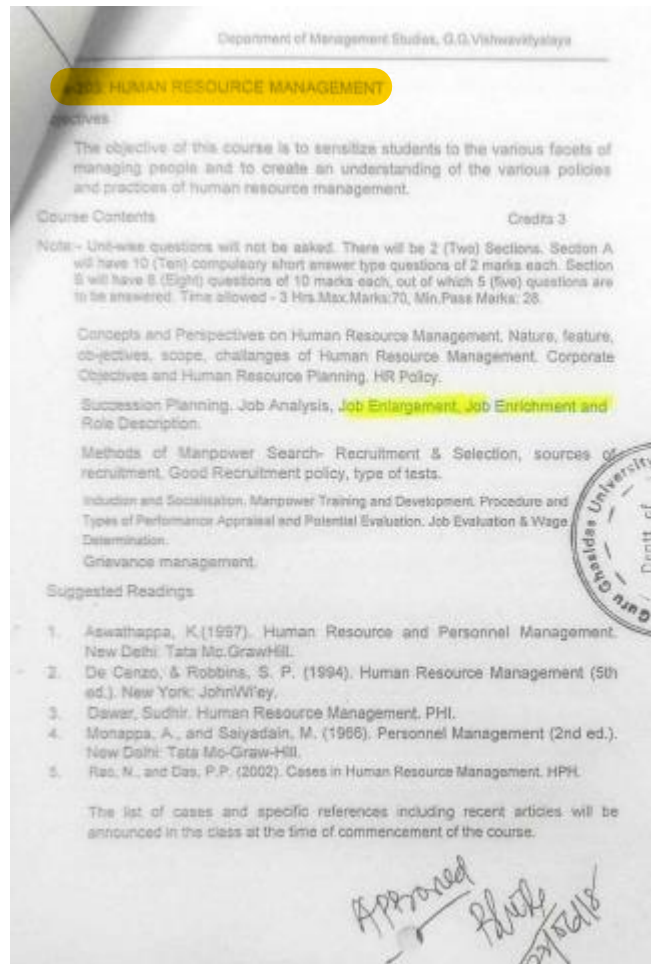
1. relate the different aspects of the human behavior to the individual, group & organizational perspectives of the workplace.
2. apply the frameworks & tools effectively to analyze & approach various Organizational situations.
3. modify their own beliefs, assumptions, and behaviors with respect to how individuals, groups and organizations act in order to expand the options of approaches and increase the own effectiveness.



#### Course Outcomes:

On successful completion of this course, the learner will be able to -

1. Apply statistical analysis in business decision making
2. Apply LP to business decision making



**Course Outcomes:**

After the course the students are expected to know the basics of HRM and apply it for improving human resource management in an organisation



Master of Business Administration (MBA) 7

**Core-204: FINANCIAL MANAGEMENT**

**Objectives**

The purpose of this course is to acquaint the students with the broad framework of financial decision-making in business unit.

**Course Contents** Credits 3

**Note:-** Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section B will have 8 (Eight) questions of 10 marks each, out of which 5 (Five) questions are to be answered. Time allowed - 3 Hrs. Max. Marks: 70, Min. Pass Marks: 28.

**Aims and objectives of Financial Management. Financial planning and financial forecasting. Finance function.**

**Time value of money, Investment Decisions- Significance of capital budgeting decisions, types of capital expenditure projects, Techniques of Capital Budgeting.**

**Instruments of Long Term Finance; Cost of different sources of Long Term Capital, Weighted Average Cost of Capital.**

**Operating and Financial Leverage. Capital structure decisions. Capital structure theories and optimum capital structure.**

**Management of working capital - Cash, Receivables and Inventory Management, Internal Financing and Dividend Policies- Types of Dividend, Dividend Theories, Bonus shares.**

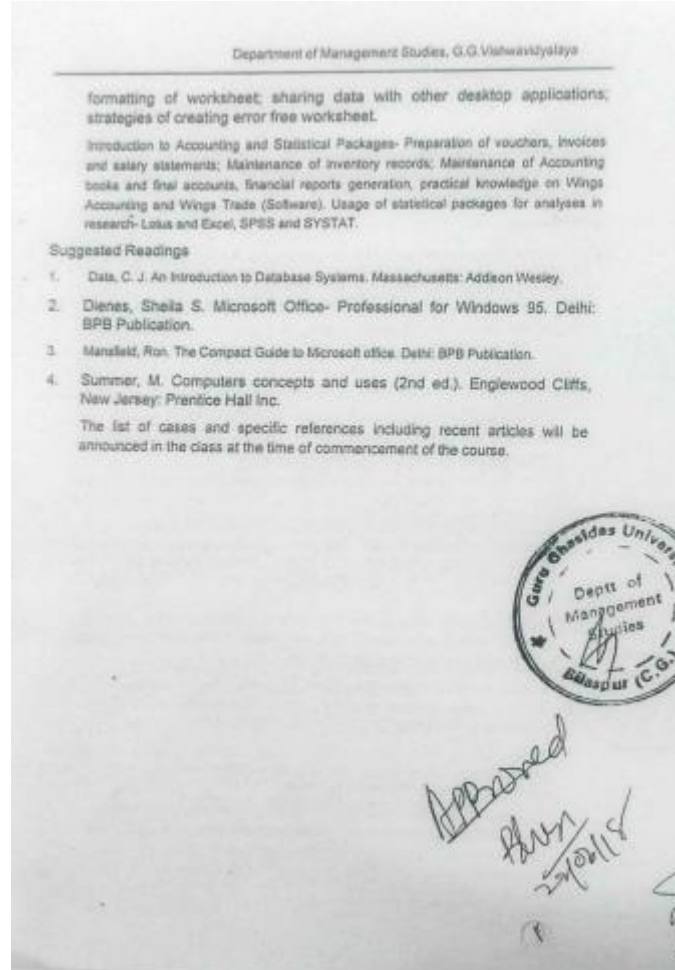
**Financing the Infrastructure: Basic issues**

**Suggested Readings**

1. Home, Van, and James, C. (1997). Financial Management and Policy (10th ed.), New Delhi: Prentice Hall of India.
2. Hampton, John. (1997). Financial Decision Making. Englewood Cliffs, New Jersey: Prentice Hall Inc.
3. Pandey, I.M. Financial Management. New Delhi: Vikas Publishing.
4. Brealey, Richard A., and Myers, Stewart C. Principles of Corporate Finance (7<sup>th</sup> ed.). New Delhi: Mc Graw Hill.
5. Sharan, V. Fundamentals of Financial Management. Pearson Education.

The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.

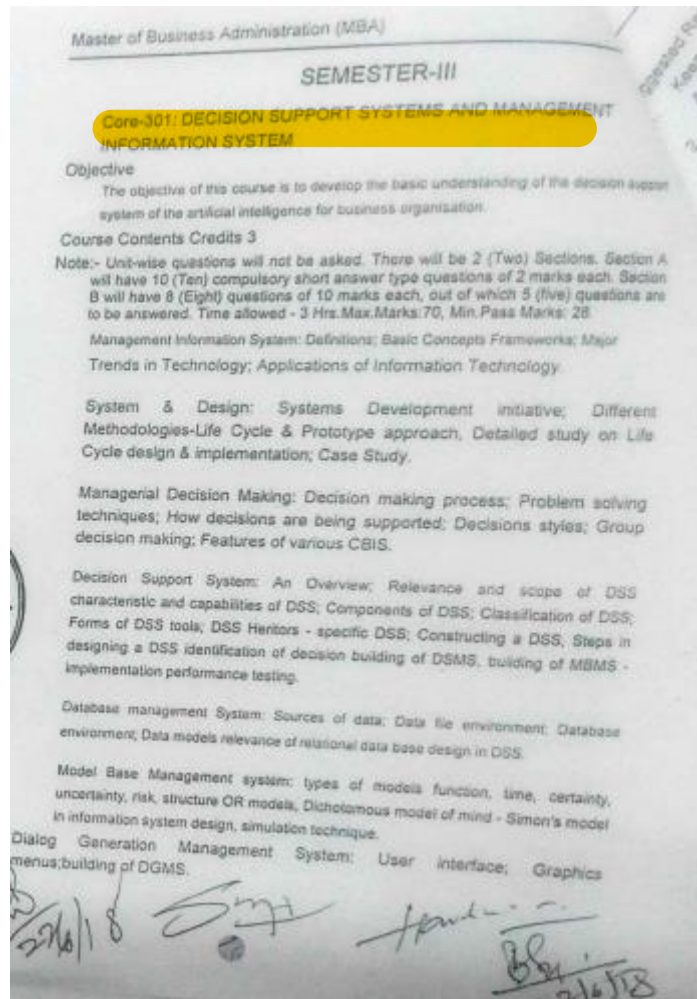
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**Course Outcomes:**

Student will

1. Understand various concepts related to financial management.
2. Able to use various tools and techniques in the area of finance
3. Develop analytical skills this which facilitate the decision making in Business situations.



#### Course Outcomes:

Student will-

1. Record the current issues of information technology and relate those issues to the firm.
2. Reproduce a working knowledge of concepts and terminology related to information technology.
3. Analyze how information technology impacts a firm.
4. Describe the role of information technology information system in business.



**गुरु घासीदास विश्वविद्यालय**  
(केन्द्रीय विश्वविद्यालय अधिनियम 2009 क्र. 25 के अंतर्गत स्थापित केन्द्रीय विश्वविद्यालय)  
**कोनी, बिलासपुर - 495009 (छ.ग.)**



**Guru Ghasidas Vishwavidyalaya**  
(A Central University Established by the Central Universities Act 2009 No. 25 of 2009)  
**Koni, Bilaspur - 495009 (C.G.)**