

**MAHATMA GANDHI CENTRAL UNIVERSITY,
MOTIHARI, BIHAR**

(Established by an Act of Parliament)



SYLLABUS

MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

Offered by

DEPARTMENT OF MANAGEMENT SCIENCES

MAHATMA GANDHI CENTRAL UNIVERSITY, MOTIHARI, BIHAR

I Semester

S.No.	Name of Paper	Credits	Paper Code
1	Principles of Management	2	MGMT - 4001
2	Managerial Economics	2	MGMT - 4002
3	Accounting For Managers	4	MGMT - 4003
4	Introduction to Human Resource Management	4	MGMT - 4004
5	Marketing Management	4	MGMT - 4005
6	Managerial Ethics	2	MGMT - 4006
7	Entrepreneurship Development	2	MGMT - 4007
	Total Credits	20	

II Semester

S.No.	Name of Paper	Credits	Paper Code
1	Financial Management	4	MGMT - 4008
2	Organizational Behaviour	4	MGMT - 4009
3	Business Communication	2	MGMT - 4010
4	Business Environment	2	MGMT - 4011
5	Legal Aspects of Business	2	MGMT - 4012
6	Business Research Methods	4	MGMT - 4013
7	Industrial Exposure and Corporate Etiquettes	2	MGMT - 4014
	Total Credits	20	

III Semester

S.No.	Name of Paper	Credits	Paper Code
1	Strategic Management (Core)	4	MGMT - 4015
2	Operations Research (Core)	4	MGMT - 4016
3	Summer Internship Project and Viva-Voce (Core)	4	MGMT - 4099
4	Marketing of Services (Core Elective - MK - 1)	2	MGMT - 4017
5	Consumer Behaviour (Core Elective - MK - 2)	2	MGMT - 4018
6	Retail Management (Open Elective – MKO - 1)	2	MGMT - 4019
7	Advanced Marketing Research (Open Elective - MKO - 2)	2	MGMT - 4020
8	Security Analysis and Portfolio Management (Core Elective - FM - 1)	2	MGMT - 4021
9	Fundamental of Financial Services (Core Elective - FM - 2)	2	MGMT - 4022
10	Insurance and Risk Management (Open Elective - FMO - 1)	2	MGMT - 4023
11	Financial Derivatives (Open Elective - FMO - 2)	2	MGMT - 4024
12	Labour Laws (Core Elective - HR - 1)	2	MGMT - 4025
13	Industrial Relation (Core Elective - HR - 2)	2	MGMT - 4026
14	Cross Cultural Management (Open Elective - HRO - 1)	2	MGMT - 4027

15	Performance Management (Open Elective - HRO - 2)	2	MGMT - 4028
16	International Marketing Management (Core Elective - IB - 1)	2	MGMT – 4029
17	International Trade Laws (Core Elective - IB - 2)	2	MGMT – 4030
18	International Banking (Open Elective - IBO - 1)	2	MGMT – 4031
19	International Logistics Management (Open Elective - IBO - 2)	2	MGMT - 4032
	Total Credits	20	

IV Semester

S.No.	Name of Paper	Credits	Paper Code
1	Business Policy (Core)	4	MGMT – 4033
2	Comprehensive Viva (Core)	4	MGMT – 4034
3	Dissertation (Core)	4	MGMT – 4035
4	Sales and Distribution Management (Core Elective - MK - 3)	2	MGMT – 4036
5	Supply Chain Management (Core Elective - MK - 4)	2	MGMT – 4037
6	Rural Marketing (Open Elective – MKO - 3)	2	MGMT – 4038
7	Customer Relationship Management (Open Elective - MKO - 4)	2	MGMT – 4039
8	Tax Planning Management (Core Elective - FM - 3)	2	MGMT – 4040
9	Mergers and Acquisitions (Core Elective - FM - 4)	2	MGMT – 4041
10	Indian Financial Management (Open Elective - FMO - 3)	2	MGMT – 4042
11	International Financial Management (Open Elective - FMO - 4)	2	MGMT – 4043
12	International HRM (Core Elective - HR - 3)	2	MGMT – 4044
13	Compensation Management (Core Elective - HR - 4)	2	MGMT – 4045
14	Group Dynamics (Open Elective - HRO - 3)	2	MGMT - 4046
15	Social Audit (Open Elective - HRO - 4)	2	MGMT - 4047
16	Foreign Exchange Market and Operations (Core Elective - IB - 3)	2	MGMT – 4048
17	Export Procedure and Documentation (Core Elective - IB - 4)	2	MGMT – 4049
18	Globalization and Sustainable Development (Open Elective - IBO - 3)	2	MGMT – 4050
19	Foreign Trade Policies and Management (Open Elective - IBO - 4)	2	MGMT - 4051
	Total Credits	20	

Credits Equivalent:

2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Notes and Explanations:

1. Having Chosen a specialization, for example, Marketing, Finance, Human Resource Management, International Business, the student is to compulsorily undergo first two core electives and the student is free to choose any two open elective offered in any specialization area. For example, if a student opted Marketing as specialization area then He/She has to take Core MK-1, MK-2 and can opt any two open elective as FMO-1, FMO-2 or HRO-1, HRO-2 or IBO-1, IBO-2.
2. The Faculty SIP Guides and Students will use SIP Manual for ready reference and the reports will be prepared as per the manual approved by the BoS.
3. The student has to earn at least 80 credits to complete the MBA Program.
4. For Industrial Tour and Corporate Etiquettes Course (Course Code MGMT – 4014) the students have to visit the Industry and submit the report, which will be evaluated by the external, preferably from the Industry and by an internal expert. The average of the numbers given by the internal and external will be the final marks for the evaluation.
5. The Department, if required in the interest of the students can offer an Add-On Course of 2 Credits like Soft Skill Development, Knowledge Management, Social Entrepreneurship, Geo-Politics in each semester. The student opting the course would attend the lectures but would not undergo the examination for them.
6. For Dissertation, the students will be evaluated by the external, preferably from the Industry and by an internal expert. The average of the marks given by the internal and external will be the final marks awarded to the student.

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P.O. BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401 (BIHAR)

www.mgcub.ac.in

Course Code - MGMT- 4001

Course Name - Principles of Management

Credits Equivalent - 2 Credits

Course Objectives: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Introduction to Management - Concept, nature, process and significance of management; Managerial levels, skills, functions and roles; Evolution of management thoughts

Unit 2: (4 Sessions)

Planning - Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO; process and techniques of decision-making.

Unit 3: (4 Sessions)

Organizing - Concept, nature, process and significance; Types of an organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

Unit 4: (4 Sessions)

Staffing - Concept, Nature and Importance of Staffing. Motivating and Leading: Nature and Importance of motivation; Types of motivation; Communication- nature, process, networks and barriers; Effective Communication.

Unit 5: (5 Sessions)

Controlling - Nature and Scope of control; Types of Control; Control process; Control techniques.

Suggested Readings:-

1. Gupta, C.B.; Management Concepts and Practices, Sultan Chand and Sons, New Delhi, 2003. Reference Books
2. Koontz. O Donnel and Weirich -"Management", Tata McGraw Hill Publishing Company, New Delhi, 2001.
3. R.K.Chopra-"Principles & Practices of Management", Sun India Publication.
4. P.C.Tripathi and P.N.Reddy," Principles & Practices of Management", 2nd edition, Tata McGraw Hill.

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Course Code - MGMT- 4002

Course Name - Managerial Economics

Credits Equivalent - 2 Credits

Course Objectives: The basic objective of this course is to make the students aware of the various economic issues that they are expected to face as managers at the firm level and to equip them with the tools and techniques of economic analysis for improving their decision-making skills.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Basics of Managerial Economics - Introduction to Economics and Managerial Economics, Basic concepts of Managerial Economics, Nature and Scope of Managerial Economics, Significance in decision making.

Unit 2: (4 Sessions)

Demand Theory - Demand Analysis, Elasticity Concepts, Demand Forecasting, and Importance of Demand forecasting and case studies.

Unit 3: (4 Sessions)

Production Theory, Cost of Production and Supply Analysis - Production Concept, Production Analysis, Stage of Production, Return to a factor and Returns to Scale, Cost Analysis, Economies of Scale, Supply Analysis and case studies.

Unit 4: (4 Sessions)

Market Analysis - Introduction to market Structure, Perfect Competition, Monopoly, Monopolistic Competition Oligopoly and Pricing under different market structures and related case studies.

Unit 5: (5 Sessions)

Macroeconomic Analysis - National Income; Concepts and various methods of its measurement, Inflation: types and causes, Business Cycle.

Suggested Readings:-

1. Managerial Economics – Analysis, Problems and Cases, P.L. Mehta, Sultan Chand Sons, New Delhi
2. Managerial Economics – Varshney and Maheshwari, Sultan Chand and Sons, New Delhi
3. Managerial Economics – D. Salvatore, McGraw Hill, New Delhi
4. Managerial Economics – Pearson and Lewis, Prentice Hall,

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Course Code - MGMT- 4003

Course Name – Accounting For Managers

Credits Equivalent - 4 Credits

Course Objectives: The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning decision-making and control.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (8 Sessions)

Accounting For Management - Nature and scope, Role of Management Accounting, Differences with Financial Accounting.

Unit 2: (8 Sessions)

Analysis of Financial Statements - Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios ; Common Size Statement ; Comparative Balance Sheet and Trend Analysis of manufacturing, service & banking organizations.

Unit 3: (8 Sessions)

Marginal Costing and Cost – Volume - Profit Analysis - Practical applications of Marginal Costing techniques , BEP analysis , P/V Ratio and their applications in solutions to business problems .

Unit 4: (8 Sessions)

Budgeting and Budgeting Control - Flexible Budgets and cash Budgets , Capital Budgeting - Pay Back Period , NPV,IRR and ARR methods and their practical applications..

Unit 5: (8 Sessions)

Variance Analysis - Material and Labor variances. Capacity Management - Capacity Planning, levels of activity, approaches to capacity determination and utilization, Guidelines on Capacity Determination. Transfer Pricing Techniques

Suggested Readings:-

1. Singhal, A.K. and Ghosh Roy, H.J., Accounting for Managers, JB Publishers and Distributors, New Delhi.
2. Maheswari & Maheswari, Accounting for Managers, Vikas Publishing, New Delhi
3. Horngren, Sundem & Stratton, Introduction to Management Accounting, Pearson Education, New Delhi.
4. Anthony R, N. and Recee J.S., Management Accounting Principles, Homewood, Illinois, Richard D. Irwin, 1995.
5. Hansen & Mowen, Cost Management, Thomson Learning.
6. Jain S.P. and Narang K.L Advanced Cost Accounting, Kalyani Publishers Ludhiana.
7. Khan M.Y. and Jain, P.K., Management Accounting, TMH, N. Delhi.

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Course Code - MGMT- 4004

Course Name – Introduction to Human Resource Management

Credits Equivalent - 4 Credits

Course Objectives: After completing this course the students will be able to understand the essence of human resource management and what roles and functions a human resource manager performs in an organization.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (8 Sessions)

Introduction to HRM - Introduction of HRM, Definition, functions of HRM, Mega Trends in HRM, Evolution of Personnel Management, Evolution of HRM, Difference between HRM & personnel Management, HRM in India.

Unit 2: (8 Sessions)

Human Resource Planning - Importance of Human Resource Planning, Process of Human Resource Planning, Quantitative Aspect of Human Resource Planning, Human Resource Analysis, Qualitative Aspect of Human Resource Planning, Human Resource Accounting.

Unit 3: (8 Sessions)

Talent Acquisition and Talent Development - Meaning and process of recruitment, Sources of recruitment, Recruitment practices in India, Selection tests, Interviews and types of interviews, Difference between Recruitment and Selection, Induction & Orientation, Training, training methods, Managerial Development, methods and techniques of managerial development.

Unit 4: (8 Sessions)

Performance Management and Compensation Management - Appraisal process, methods of performance appraisal, Bias in Performance Appraisal; Compensation Management- Job Evaluation, Base Compensation and Supplementary Compensation, Innovations in Compensation Management.

Unit 5: (8 Sessions)

Employee Relation and HR Ethics - Labor relation, conflict, grievance, Negotiations and collective bargaining, Industrial democracy, trade unionism, Ethics & fair Treatment at work, Public policy & employee right.

Suggested Readings:-

1. Dessler, G., Human Resource Management, Pearson Education, Inc, Delhi
2. Decenzo, D. A. & Robbins, S. P., Fundamentals of Human Resource Management, 10th Edition, John Wiley & Sons Inc., New Delhi
3. Rao, S.P, Essentials of Human Resource Management and Industrial Relations; Text, Cases and Games, Himalaya Publishing House, New Delhi
4. Aswathappa, K., Human Resource Management: Text and Cases, Tata McGraw-Hill Publishing Ltd., New Delhi

5. Rao, T.V., Human Resources Development: Experiences, Interventions, Strategies, Sage Publications Pvt. Ltd., New Delhi
6. Schultz, D. & Schultz, S.E, Psychology and Work Today, Pearson Education, Inc and Dorling Kindersley (India) Pvt. Ltd, Delhi
7. Biswajeet, P., Human Resource Management, Prentice Hall India, New Delhi
8. Gupta, C.B, Human Resource Management, Sultan Chand & Sons, New Delhi

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Course Code - MGMT- 4005

Course Name – Marketing Management

Credits Equivalent - 4 Credits

Course Objectives: The objective of this paper is to facilitate understanding of the conceptual framework of marketing and its application in decision making under various environmental constraints. The course is designed to understand and appreciate the concept of marketing in theory and practice.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (8 Sessions)

Introduction - Marketing concept, scope and importance of marketing; Philosophy of marketing; marketing mix; Customer value and satisfaction; Holistic marketing; Marketing management tasks. Market Analysis and Selection: Macro and Micro components and their impact on marketing decisions; Consumers buying behaviour Vs. Organization buying behavior. Buyer decision process. Marketing Information System, Strategic marketing

planning and organization. Meaning and concept of market segmentation, Bases for market segmentation, Types of market segmentation, Effective segmentation criteria, Evaluating & Selecting, Target Markets, Concept of Target Market, Positioning and differentiation strategies.

Unit 2: (8 Sessions)

Product Decisions - Concept of a product; classification of products; Product line and product mix; Branding; packaging and labeling; Product life cycle- strategies implications; New product development and consumer adoption process.

Unit 3: (8 Sessions)

Pricing Decisions - Concept and Meaning of Price and Pricing, Significance of Pricing Decision, Factors affecting price determination; Pricing Methods and Techniques, Pricing policies and strategies.

Unit 4: (8 Sessions)

Distribution Channels and Physical Distribution Decisions - Nature, functions and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and Wholesaling. Marketing Communication: Promotion mix - Advertising, personal selling, Sales promotion, Publicity and public relation; Sales promotion- tools and techniques.

Unit 5: (8 Sessions)

Marketing Research and Issues - Meaning and scope of marketing research; Marketing research process; Marketing of services; International Marketing; Green marketing; Cyber marketing; Relationship Marketing and other developments of marketing.

Suggested Readings:-

1. Kotler, P., Keller, K., Koshy, L., & Jha, M. (2009). Marketing Management: a south Asian Perspective (13th Edition) New Delhi: Pearson Publication.
2. Ramaswamy, V. S., Namakumari, S. (2009). Marketing Management: Global perspective Indian context (4th Edition) New Delhi: Macmillan.

3. Saxena, R. (2009). Marketing Management (4th Edition) New Delhi; Tata McGraw Hill.
4. Etzel, M. J., Bruce, J. W., Stanton, W.J., & Pundit, A. (2010). Marketing (14th Edition) New Delhi: Tata McGraw-Hill.
5. Kumar, A & Meenakshi, N. Marketing Management (Latest Edition) New Delhi; Vikas Publishing House. TapanPanda: Marketing Management, (Excel Books).

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Course Code - MGMT- 4006

Course Name – Managerial Ethics

Credits Equivalent - 2 Credits

Course Objectives: To develop business and managerial ethics for better decision making. It will help students to make sense of responsibility towards self and the society in large.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Introduction to Human Values and Ethics - Concepts, Origin and Relevance of Ethics and Values, perspectives on managerial ethics and value.

Unit 2: (4 Sessions)

Ethical Theories and Values propagated by different Religions and Thinkers - Various Ethical theories and philosophy, Values and ethics propagated by different religion.

Unit 3: (4 Sessions)

Personal values, ethics and heuristics- Values and heuristics, Individual responses to ethical situations, ethics and law-Dilemmas, Ethics and IT

Unit 4: (4 Sessions)

Corporate Governance and Social Responsibility - Corporate Governance and Social Responsibility, Corporate Citizenship, sustainability and responsible corporation.

Unit 5: (4 Sessions)

Code of Business conduct and Ethics - Environmental Ethics, Code of Conduct for management and its different aspects.

Suggested Readings:-

1. Gaur R.R., Sangal G.P. (2010).Human Values and Professional Ethics First Edition, Excel Books, New Delhi

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Course Code - MGMT- 4007

Course Name – Entrepreneurship Development

Credits Equivalent - 2 Credits

Course Objectives: The course is designed to develop Entrepreneurship Skills in Students by giving an overview of who the entrepreneurs are and what competencies are needed to become an Entrepreneur. It also tries to build on personal as well as external resources with a view to successfully launching and subsequently managing their enterprises.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

The Entrepreneurial Perspective - The Nature and Importance of Entrepreneurship, The Individual Entrepreneur, Classification of Entrepreneurs, International Entrepreneurship Opportunities.

Unit 2: (4 Sessions)

Creating and Starting the Venture - Creativity and Business Idea, Legal Issues for the Entrepreneur, The Business Plan.

Unit 3: (4 Sessions)

Entrepreneurial Development - Entrepreneurship Environment, Entrepreneurial Development Models, Entrepreneurship Development Programme, Entrepreneurship Training.

Unit 4: (4 Sessions)

Managing, Growing, and Ending the New venture - Entrepreneurial Strategy, Strategies for Growth Going Public, Ending the Venture.

Unit 5: (4 Sessions)

Role of Support Institutions - Central Level Institutions, State Level Institutions, SIDBI, NABARD and Other Agencies.

Suggested Readings:-

1. Hisrich, R.D., Peters, M.P. & Shepherd, D.A., (2008), Entrepreneurship, Sixth Edition, Tata McGraw-Hill, New Delhi.
2. Charantimath P.M., (2008), Entrepreneurship Development & Small Business Enterprise, Third Edition, Pearson Education, New Delhi.
3. Desai, Vasant, (2011), The Dynamics of Entrepreneurial Development and Management, Sixth Edition, Himalaya Publishing House, Mumbai.
4. Zimmerer, W., Thomas, Scarborough, M., Norman, (2009), Essentials of Entrepreneurship and Small Business Management, Fifth Edition, PHI Learning Private Ltd, New Delhi.
5. Barringer, R., Bruce, Ireland, Duane, R., (2011), Entrepreneurship: Successfully Launching New Ventures, Third Edition, Pearson Education, New Delhi.
6. Timmons, A., Jeffry, Spinelli, Stephen, (2009), New Venture Creation: Entrepreneurship for the 21st Century, Seventh Edition, Tata McGraw-Hill, New Delhi.
7. Morse, A., Eric, Mitchell, K., Ronald, (2009), Cases in Entrepreneurship: The Venture Creation Process, Fourth Printing, SAGE Publications Inc., New Delhi.

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Course Code - MGMT- 4008

Course Name – Financial Management

Credits Equivalent - 4 Credits

Course Objectives: The basic purpose of this course is to understand the essence of Financial Management and what roles and functions a Finance manager performs in an organization.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

5. Mid Term Examination: 20%
6. End Term Examination: 60%
7. Attendance: 5%
8. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (8 Sessions)

Introduction - Concept of Finance, Scope and objectives of finance, Profit maximization vs. Wealth maximization, Functions of Finance Manager in Modern Age, Financial Leverage, Operating Leverage, Combined Leverage, Importance of Capital Structure, Factors determining Capital Structure, Long Term Principles of Capital Structure, Financial Decisions, Indifference Point, Breakeven level of EBIT.

Unit 2: (8 Sessions)

Investment Decision - Appraisal of project; Concept, Process & Techniques of Capital Budgeting and its applications, Risk Adjusted Discount Rate, Certainty Equivalent, Investment Decisions under Capital Rationing.

Unit 3: (8 Sessions)

Financing Decision - Long-term sources of finance, potentiality of equity shares, preference shares, debentures and bonds as sources of long-term finance; Concept and Approaches of capital structure decision.

Unit 4: (8 Sessions)

Dividend Decision - Concept of retained earnings and plough back of profits, Relevance and Irrelevance Theories of dividend decision.

Unit 5: (8 Sessions)

Overview of Working Capital Decision - Concept, components, factors affecting working capital requirement, Working Capital Management.

Suggested Readings:-

- 1) Pandey I M - Financial Management (Vikas, 2004, 9th Ed.)
- 2) Van Horne - Financial Management and Policy (Pearson Education, 2003, 12th Ed.)
- 3) Knott G - Financial Management (Palgrave, 2004)
- 4) Khan and Jain - Financial Management (Tata McGraw Hill, 3rd Ed.)
- 5) Prasanna Chandra - Fundamentals of Financial Management (TMH, 2004)
- 6) R P Rustagi - Financial Management (Galgotia, 2000, 2nd revised ed.)
- 7) Lawrence J. Gitman - Principles of Managerial Finance (Pearson Education, 2004)
- 8) Ravi M. Kishor - Financial Management (Taxmann, 1st Ed.).
- 9) Damodaran – Corporate Finance –Theory & Practice (Wiley, 1st Ed.)

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Course Code - MGMT- 4009

Course Name – Organizational Behaviour

Credits Equivalent - 4 Credits

Course Objectives: The present course aims to develop the interpersonal abilities in the students. It aims to develop an intimate understanding of the individual and group behavior.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (8 Sessions)

Introduction to Organizational Behaviour - The field of Organizational Behaviour, Organizational Behaviour Trends, Contributing Disciplines to the OB Fields, Limitations of OB, Models of OB.

Unit 2: (8 Sessions)

Organization and Individual - The organizational Theory Foundation, Organizational Structure & Designs, The Organizational Culture Context, Organizational Change, Personality and Perception, Learning

Unit 3: (8 Sessions)

Leadership - Concept of Leadership, Theories of Leadership, Leader vs. Manager, Transformational perspective of Leadership.

Unit 4: (8 Sessions)

Motivation: From Concepts to Application – Attitude, Defining Motivation, Theories of Motivation, Motivating by Changing the Nature of the Work Environment, Using Reward to Motivate Employees.

Unit 5: (8 Sessions)

Groups in the Organization - Foundations of group behaviour, Understanding Work Teams, Power and Politics, Communication.

Suggested Readings:-

1. Aswathappa, K., 2010, Organization Behavior: Text Cases Games, 9th Edition, Himalaya Publishing House Pvt. Ltd, Mumbai.
2. Luthans, Fred, 2011, Organizational Behavior: An Evidence-Based Approach, 12th Edition, Tata McGraw Hill Publishing Ltd., New Delhi.
3. Robbins, P. Stephen, Judge A. Timothy, 2013, Organizational Behavior, 15th Edition, Pearson Publication, Delhi.
4. Mcshane, L.S., Von, Glinow A. M., Sharma R. R, 2010, Organizational Behavior, 4th Edition Tata McGraw Hill Publishing Ltd., New Delhi
5. Prasad, L.M, 2005, Organizational Behavior, Sultan Chand and Sons, New Delhi.
6. Newstrom, J.W., Davis, K.A. & Newstrom, J., 2006, Organization Behavior: Human Behaviour at work, 12th Edition, Tata McGraw Hill Publishing Ltd., New Delhi.
7. Hitt., M.A, Miller, C.C & Colella, A, 2009, Organizational Behavior: A Strategic Approach, 2nd Edition, Wiley India (P) Ltd., New Delhi.

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Course Code - MGMT- 4010

Course Name – Business Communication

Credits Equivalent - 2 Credits

Course Objectives: The course aims to facilitate learners to assess their understanding and apply the concepts of business communication in real time business context.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

5. Mid Term Examination: 20%
6. End Term Examination: 60%
7. Attendance: 5%
8. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Nature and Scope of Communication - Meaning, Features, Characteristics, Importance of Business Communication, Benefits and Functions of Business Communication, Effective Communication, Communication Network and Methods of Communication, Grapevine Communication, Communication Barriers.

Unit 2: (4 Sessions)

Listening Skills - Effective Listening, Types of Listening, Process, Barriers to Effective listening, Strategies of Effective Listening, Effective Listener, Case Study.

Unit 3: (4 Sessions)

Non-Verbal Communication - Introduction, Significance, Forms of Non-verbal Communication, Types of Non-verbal Communication, Case Study, Ethics in Business Communication.

Unit 4: (4 Sessions)

Business Writing Skills - Business writing and Business Messages, Business Letters, Kinds of Business Letters, Memorandums, Business Reports, Business Proposals, Preparation of Proposals.

Unit 5: (5 Sessions)

Developing Oral Communication Skills for Business – Interviews, Business Presentations, Meetings and Negotiations, Group Discussion.

Suggested Readings:-

1. Raman, Meenakshi. Prakash Singh (2013), Business Communication, Oxford University Press, New Delhi, Second Edition
2. Guffey, Mary Ellen. Richard Almonte. (2013). Essentials of Business Communication, Nelson, Sixth Canadian
3. Essentials of Business Communication, Pearson, New Delhi.

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P.O. BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401 (BIHAR)

www.mgcub.ac.in

Course Code - MGMT- 4011

Course Name – Business Environment

Credits Equivalent - 2 Credits

Course Objectives: The present course aims at familiarizing the participants with various aspects of economic, social, political and cultural environment of India. This will help them in gaining a deeper understanding of the environmental factors influencing Indian business organizations.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Business Environment - Meaning, Importance, Environmental Factors, Recent Political Environment, Recent Economic and Financial Environment, Planning In India-Planning Commission- Liberalization and Planning, Industrial Policy: New trade policy-1991 onwards, Industrial Licensing in India.

Unit 2: (4 Sessions)

Indian Financial System - Monetary And Fiscal Policy, Economic Trends, Price Policy, Stock Exchange Of India, Role of regulatory institutions in Indian financial system – RBI and SEBI , National Income, Role of Industry in Economic Development, Foreign Trade and Balance of Payment, Poverty in India, Unemployment in India, Inflation, Human Development, Rural Development, Problems of Growth.

Unit 3: (4 Sessions)

Taxes - Direct & Indirect Taxes, Competition Act 2002

Unit 4: (4 Sessions)

Value Proposition to MSMEs - Liberalization, Privatization and Disinvestments, Special Economic Zone (SEZ) and their role and impact in International Business Environment, World Trade Organization (WTO), Redefining Value Proposition to MSMEs.

Unit 5: (5 Sessions)

Corporate Social Responsibility - Social Responsibility of business enterprises, New Economic Policy, Globalization, EXIM policy and role of EXIM bank, FDI policy, Multinational Corporation (MNCs) and Transnational Corporations (TNCs), Global Competitiveness, technology and competitive advantage, technology transfer - importance and types, Appropriate technology and technology adaptation.

Suggested Readings:-

1. Shaikh & Saleem - Business Environment (Pearson, 2nd Edition)
2. Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House, 8th Edition).
3. Mittal - Business Environment (Excel Books).
4. V. Neelamegam – Business Environment (Vrinda Publications, 2nd Edition)
5. Fernando-Business Environment (Prentice hall)
6. Mishra S K & Puri V K - Economic Environment of Business (Himalaya Publishing House, 3rd Edition).
7. Paul Justin - Business Environment Text and Cases (Tata Mc Graw Hill).

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P.O. BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401 (BIHAR)

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Course Code - MGMT- 4012

Course Name – Legal Aspects of Business

Credits Equivalent - 2 Credits

Course Objectives: The present course aims at familiarizing the participants with various legal aspects of business. It aims at providing a rich fund of contemporary knowledge, time tested principles, basic concepts, emerging ideas, evolving theories, latest technique, ever changing procedures & practices in the field of Law in a comprehensive way .

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

The Indian Contract Act, 1872 - Definition of a Contract and its essentials, Formation of a valid Contract - Offer and Acceptance, Consideration, Capacity to Contract, Free consent, Legality of object, Discharge of a Contract by performance, Impossibility and Frustration, Breach, Damages for breach of a contract, Quasi contracts.

Unit 2: (4 Sessions)

The Indian Partnership Act, 1932 - Definition of Partnership and its essentials, Rights and Duties of Partners: Types of Partners, Minor as a partner, Doctrine of Implied Authority, Registration of Firms, Dissolution of firms.

Unit 3: (4 Sessions)

The Sale of Goods Act, 1930 - Definition of a Contract of Sale, Conditions and Warranties, Passing of Property, Right of Unpaid Seller against the Goods, Remedies for Breach. The Negotiable Instrument Act, 1881, Definition and characteristics, Kinds of negotiable instruments, Promissory Note, Bill of Exchange and Cheques, Holder and Holder in due course, Negotiation, Presentment, Discharge from Liability, Noting and Protest, Presumption, Crossing of Cheques, Bouncing of Cheques.

Unit 4: (4 Sessions)

The Companies Act, 1956 - Nature and Definition of a Company, Registration and Incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Their powers and duties, Meetings, Winding up.

Unit 5: (5 Sessions)

The Consumer Protection Act, 1986 - Aims and Objects of the Act, Redressal Machinery under the Act, Procedure for complaints under the Act, Remedies, Appeals, Enforcement of orders and Penalties.

Suggested Readings:-

1. Kuchhal M.C. - Business Law (Vikas Publication, 4th Edition)
2. Gulshan S.S. - Business Law Including Company Law (Excel Books)
3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition).
4. N.D Kapoor & Rajni Abbi-General Laws & Procedures (Sultan Chand & Sons)
5. Durga Das Basu- Constitution of India (Prentice Hall of India)
6. Relevant Acts

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P.O. BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401 (BIHAR)

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Course Code - MGMT- 4013

Course Name – Business Research Methods

Credits Equivalent - 4 Credits

Course Objectives: The objective of this course is to develop the research skills of the students in investigating into the business problems with a view to arriving at objective findings and conclusions and interpreting the results of their investigation in the form of systematic reports. They are also expected to learn the basic quantitative and statistical tools of analysis to sharpen their research studies.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (8 Sessions)

Introduction - Concept of Research and Its Application in Various Functions of Management, Different Approaches to Research. Scientific Method of Investigation. Types of Research, Process of Research: Steps Involved in Research Process. Defining a Research Problem. Techniques involved in defining a problem.

Unit 2: (8 Sessions)

Research Designs - Exploratory Research, Conclusive Research, Experimental and Laboratory Research. Features of a good Research Design. Sampling and Sampling Procedure. Probability sampling Vs. Non-Probability Sampling. Various Types of Probability and Non-Probability Sampling, Size of a Sample. Sampling Errors.

Unit 3: (8 Sessions)

Types of Data - Secondary and Primary, Various Methods of data Collection, Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data. Measurement and Scaling. Important Scaling Techniques. Ratings and Ranking Scale Construction of Thurstone and Likert types of Scale.

Unit 4: (8 Sessions)

Analysis of Data - Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Measures of Central Tendency, Measure of Dispersion and their Advantages. Correlation and Regression, Probability Distributions, Sampling and Estimation, Hypotheses testing – t test, z test, Chi-square test, Analysis of Variance. Introduction to Multivariate Analysis: Factor Analysis, Multiple Regression Analysis, Cluster Analysis, Correspondence Analysis, Conjoint Analysis, Practical application of SPSS in data analysis.

Unit 5: (8 Sessions)

Report Preparation - Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report: Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

Suggested Readings:-

1. Kothari C R – Research Methodology Methods & Techniques (New Age International Publishers)
2. Cooper and Schindler - Business Research Methods (Tata Mc Graw Hill, Latest edition)
3. C. Murthy- Research Methodology (Vrinda Publications)

4. Bhattacharyya-Research Methodology (Excel Books)

5. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008)

6. Gravetter - Research Method for Behavioral Sciences (Cengage Learning)

Note: SPSS- Statistical Package for Social Sciences. The SPSS classes will be held in the Computer Lab.

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P.O. BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401 (BIHAR)

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Course Code - MGMT- 4015

Course Name - Strategic Management

Credits Equivalent - 4 Credits

Course Objectives: The present course aims at familiarizing the participants with the important role that strategic management plays in a business's success and enables them to develop analytical and conceptual skills. The centre of attention is the total enterprise – the industry and competitive environment in which it operates its long-term direction and strategy, its resources and competitive capabilities, and its prospects for success. Class participation and case discussion will be fundamental to the development of these skills.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (8 Sessions)

Introduction- Concept of Strategy & Strategic Management, Difference between Corporate Planning & Strategic Planning, Strategic Management Model, Different levels of Strategies,

Relevance of Strategic Management in 21st Century, Strategic Intent, Vision & Mission Statement, Organisational Objectives, Setting objectives, Organisational Values & its impact.

Unit 2: (8 Sessions)

External Environment & Analytical Tools - Evaluating the company's strategic environment, SWOT Analysis, Competitive Analysis: Porter's Five Force Model, Internal Assessment, Strategic Capability, Porter's Value Chain Analysis, Core Competencies, Organisational Capabilities, Resource Analysis and Synergy.

Unit 3: (8 Sessions)

Strategies in Action - Functional Level - Achieving Superior Efficiency – Economics of Scale, Experience Curve, Just – in - Time, Business Level - Cost Leadership, Differentiation & Focus Strategies, Growth Strategies.

Unit 4: (8 Sessions)

Corporate Level - Integration, Diversification, Acquisition, Mergers & Joint Venture, Short Term Corporate Strategies – Stability, Retrenchment & Turnaround, Portfolio and other Analytical Models - The BCG Matrix, GE/McKinsy Matrix, CIT & CASCADE.

Unit 5: (8 Sessions)

Strategy Evaluation and Implementation - Evaluation of Strategy - Suitability, Acceptability and Feasibility, Implementing Strategies: Resource Allocation, Structure and Strategy, Organisation Culture.

Suggested Readings:-

1. Andrews: Concept of Corporate Strategy, Irwin
2. Russel and Ackoff: Concept of Corporate Planning, New York: Wiley Interscience
3. Glueck: Business Policy, McGraw-Hill
4. Y.N.Chang & Filemon: Business Policy and Strategy, Goodyear Publishers
5. Newmann & Legman: Strategy, Policy and Central Management, South-Western Pub. Co

6. David E.Hussey: Introduction to Corporate Planning, Pergamon Press
7. R.M.Srivastava: Business Policy & Strategic Management, Himalaya
8. Mc Carthy and Others: Business Policy and Strategy, R. D. Irwin
9. Richard Lynch: Corporate Strategy, Pearson Education India
10. Basil W. Denning: Corporate Planning: Selected Concepts, McGraw-Hill
11. Malville C.Branch: The Corporate Planning Process, American Management, Association
12. Barnard Taylor and John R.Sparket: Corporate Strategy & Planning
13. Andrews: Concept of Corporate Strategy, Irwin
14. Russel and Ackoff: Concept of Corporate Planning, New York: Wiley Interscience
15. Glueck: Business Policy, McGraw-Hill
16. Y.N.Chang & Filemon: Business Policy and Strategy, Goodyear Publishers

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PO BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401(BIHAR)

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Course Code - MGMT 4016

Course Name - Operation Research

Credits Equivalent- 4 Credits

Course Objectives: This paper intends to acquaint the student with the management of different operational aspects of organizations especially with respect to the manufacturing, assembling and servicing processes with numerical and quantitative technical value addition.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Unit 1: (6 Sessions)

Operations Research - Use, Scope and Applications of Operation Research in managerial decision-making. Decision-making environments:- Decision-making under certainty, uncertainty and risk situations; Decision tree approach and its applications.

Unit 2: (8 Sessions)

Linear programming - Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems; sensitivity analysis; duality.

Transportation problem: Various methods of finding Initial basic feasible solution and optimal solution.

Unit 3: (10 Sessions)

Assignment model - Algorithm and its applications. Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy Games; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game.

Unit 4: (10 Sessions)

Sequencing Problem - Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m - Machines Problems. Queuing Theory: Characteristics of M/M/I Queue model; Application of Poisson and Exponential distribution in estimating arrival rate and service rate; Applications of Queue model for better service to the customers.

Unit 5: (6 Sessions)

Replacement Problem - Replacement of assets that deteriorate with time, replacement of assets which fail suddenly. Project Management: Rules for drawing the network diagram, Applications of CPM and PERT techniques in Project planning and control; crashing of operations.

Suggested Readings:-

- 1) Apte-Operation Research and Quantitative Techniques (Excel Books)
- 2) S Kalawathy-Operation Research (Vikas IVth Edition)
- 3) Natarajan- Operation Research (Pearson)
- 4) Singh & Kumar—Operation Research (UDH Publisher edition 2013)
- 5) Taha Hamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition)
- 6) Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
- 7) Kothari - Quantitative Techniques (Vikas 1996, 3rd Edition).
- 7) Sharma J K - Operations Research (Pearson, 3rd Edition)

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PO BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401(BIHAR)

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Course Code - MGMT 4017

Course Name - Marketing of Services

Credits Equivalent - 2 Credits

Course Objectives: The objective of this course is to develop insights into emerging trends in the service sector in a developing economy like India. Further, the course in Services Marketing is intended to broaden students' view of marketing to give an understanding of how marketing is practiced in service organizations and how it will be managed in the future.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Introduction - Difference between Product and Services Marketing, Characteristics of Services Classification of Services, Paradigms in Services Marketing, Importance of Customer Relationship Management: Specific for Service Industry. Service Marketing System: Service Quality, Understanding Customer Expectations and Zone of Tolerance, Segmentation and Zone of Tolerance, Targeting and Positioning of Services

Unit 2: (4 Sessions)

Services Marketing Mix - Augmented Marketing Mix, Developing the Service Product/ Intangible Product, Service Product Planning, Service Pricing Strategy, Services Promotions, Services Distributions.

Unit 3: (4 Sessions)

Physical Evidence - Role of Communication in Service Marketing, People and Internal Communication, Process of Operations and Delivery of Services, Role of Technology in Services Marketing.

Unit 4: (4 Sessions)

Marketing of Financial Services - Deciding the Service Quality, Understanding the Customer Expectations, Segmenting, Targeting and Positioning of Financial Services, Devising Financial Services, Marketing Mix Strategies with Special Reference to Credit Cards, Home Loans, Insurance and Banking, Marketing of Telecom/ Insurance Services.

Unit 5: (4 Sessions)

Services in Global Perspective - International Marketing of Services Recent Trends, Principal Driving Force in Global Marketing of Services, Key Decisions in Global Marketing, Services Strategy and Organizing for Global Marketing.

Suggested Readings:-

1. Baron S and Harrisk - Services Marketing: Text and Cases (Palgrave, 2nd Ed.)
2. Love lock Christopher - Services Marketing: People, Technology and Strategy (Pearson Education, 5th Ed.)
3. Zeithaml - Services Marketing (Tata Mc Graw Hill, 3rd Ed.)
4. Woodruff Helen - Service Marketing (Macmillian, 1st Ed.)
5. Payne Adrian - The Essence of Service Marketing (Prentice Hall of India)
6. Rama Mohana Rao - Services Marketing. (Person Education, 1st Ed.)
7. Govind Apte - Services Marketing (Oxford University Press)

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P.O. BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401 (BIHAR)

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Course Code - MGMT - 4018

Course Name - Consumer Behaviour

Credits Equivalent - 2 Credits

Course Objectives: The objective of this course is to present a comprehensive coverage of the subject with examples from the Indian Scenario. This course also challenges students to understand the complexities of consumer needs and perceptions and translate them into effective Marketing Strategies. The course will be based on real life case-studies from Indian environment.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Understanding Consumer Behaviour - Introduction to Consumer Behaviour, Consumer Behaviour and the Marketing Concepts, Factors influencing Consumer Behaviour.

Unit 2: (4 Sessions)

Consumer Decision Making Process - Concept of Consumer Decision, Levels of Consumer Decision Making, A Model of Consumer Decision Making.

Unit 3: (4 Sessions)

Consumer Motivation - The concepts of Motivation, Maslow's Theory of Motivation, Role of Motives in Guiding Behaviour, Involvement of Consumer.

Unit 4: (4 Sessions)

Consumer Learning and Experience - Introductions to Consumer Learning, Learning Theories, Brand Equity and Brand Loyalty.

Unit 5: (4 Sessions)

Group Influence on Consumption - Role of Reference Groups, Effect of Reference Groups on Consumer Decision Making, Examples of Endorsement by Celebrities.

Suggested Readings:-

1. D. L. Loudon, J. Albert Della Bitta: Consumer Behaviour; Concepts and Applications, Tata McGraw Hill Publishing Company Limited
2. D. I. Hawkins, R. J. Best, and K. A. Coney: Consumer Behaviour: Building Marketing Strategy, Tata McGraw-Hill Publishing Company Limited.
3. F. R. Kardes: Consumer Behaviour and Managerial Decision Making, Prentice Hall of India Private Limited
4. Henry A.: Consumer Behaviour and Marketing Action, Thomson Asia Pte Ltd.
5. K.K. Srivastava, S. Khandai: Consumer Behaviour in Indian Context, Galgotia Publishing Company.
6. L. G. Schiffman, L. L. Kanuk, & S. R. Kumar: Consumer Behaviour, Pearson Education Inc.
7. M. Evans, A. Jamal, & G. Foxall: Consumer Behaviour, John Wiley & Sons LTD.

8. M. Khan: Consumer Behaviour, New Age International Publishers.
9. M. R. Solomon: Consumer Behaviour Buying, Having and Being, PHI Learning Private Limited
10. R. Majumdar: Consumer Behaviour: Insights from Indian Market, PHI Learning Private Limited.
11. R. D. Blackwell, P.W. Miniard, & J. F. Engel: Consumer Behaviour, Cengage Learning India Private Limited.
12. S. R. Nair: Consumer Behaviour Consumer Behaviour & Marketing Research, Himalaya Pub. House.
13. W. D. Hoyer & D. J. MacInnis: Consumer Behaviour, Houghton Mifflin Co. USA.

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PO BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401(BIHAR)

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Course Code - MGMT 4019

Course Name - Retail Management

Credits Equivalent - 2 Credits

Course Objectives: The present course aims at familiarizing the participants with the global dynamism of retail practices and provides a specialize platform for developing cutting edge skills in retails. It also facilitates an understanding of synergies created by integration of retail concepts and practices. Class participation will be fundamental to the development of these skills.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Overview of Retailing - Retailing Defined, Functions of Retailing, Retail Theories, Models, & Formats, Global Retail Industry, Drivers and Challenges for Indian Retail Industry.

Unit 2: (4 Sessions)

Retailing Strategy - Factors Influencing the Retail Shoppers, Branding Strategy, Pricing Strategy, SCM Strategy

Unit 3: (4 Sessions)

Retail Location – Levels of Location Decision, Trading-Area analysis, Factors Affecting the Attractiveness of a Site

Unit 4: (4 Sessions)

Store Layout - Design and Visual Merchandising-Importance of Design, Objective of Store Layout, Types of Store Layout, Space Management, Fixtures, Flooring & Ceiling, Lighting, Color, Signage, Music, Scent

Unit 5: (4 Sessions)

Merchandise Assortment - Concept of the Private Label, Category Management – Concept, Role of the Category Captain, Category Management Business Process, Assortment Planning Process

Suggested Readings:-

1. Berman B and Evans J R Retail Management, Prentice Hall 2
2. Michael Lervy M and Weitz B W : Retailing Management, Tata McGraw- Hill
3. Newman A J and Cullen P- Retailing : Environment and Operations, Harcourt Publishers Ltd
4. Varley R and Rafiq M : Principles of Retail Management, Palgrave Macmillan, Basingstoke
5. A.J. Lamba : The Art of Retailing , McGraw Hill
6. Swapna Pradhan Retailing Management – Text & Cases, McGraw-Hill
7. Suja Nair : Retail Management, Himalaya Publication
8. Roger Cox & Paul Brittain : Retailing – An Introduction, Financial Times Prentice Hal
9. P. K. Sinha & D. P. Uniyal: Managing Retailing, Oxford University Press.

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P.O. BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401 (BIHAR)

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Course Code - MGMT- 4020

Course Name - Advanced Marketing Research

Credits Equivalent - 2 Credits

Course Objectives: The course aims to start a discussion on the challenges of marketing research and analyzing consumer behaviour in the dynamically developing global environment. Relevant advanced marketing research approaches, concepts and tools are being presented, discussed and applied by students within a course project.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Introduction to Marketing Research - Nature and Scope of Marketing Research; Role of Marketing Research in the Designing and Implementation of Marketing Programs; the Marketing Research Process; Marketing Research Designs.

Unit 2: (4 Sessions)

The Source & Collection of Data - Observational Methods; Attitude Measurement Techniques; Motivational Research Techniques; Administration of Surveys – Methods & Techniques, Use of Questionnaire & Schedules.

Unit 3: (4 Sessions)

Introduction to Marketing Data Analysis - Review of Basic Descriptive Statistics; Introduction to SPSS; Data Reading & Coding; Simple Inferential Statistical Analysis Tools.

Unit 4: (4 Sessions)

Data Analysis Techniques - Regression Analysis (Advertising Budget Decisions etc.), Types of Regression Analysis, Factor Analysis (Questionnaire Development & Advertising Theme Decisions etc.), Basic Principles and Application in Marketing, Data Collection Methods, Assessing Reliability and Validity.

Unit 5: (4 Sessions)

Marketing Research Project - The student or group of students needs to apply this course learning in a real marketing research project of their interest area with submission of research project report and class presentation of the same.

Suggested Readings:-

1. Malhotra N.K.: Marketing Research – An Applied Orientation, Pearson Education, New Delhi
2. William G. Zikmund: Business Research Methods, Cengage Learning, New Delhi
3. Tull & Hawkins: Marketing Research, Prentice Hall of India, Delhi
4. Beri G.C: Marketing Research, Tata McGraw Hill,
5. Karlinger, Fred N.: Foundations of Behavioural Research.
6. Aaker, Kumar, and Day: Marketing Research, John Willey
7. Churchill and Iaccubucci: Marketing Research: Methodological Foundations, Cengage Learning

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P.O. BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401 (BIHAR)

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Course Code - MGMT - 4021

Course Name - Security Analysis and Portfolio Management

Credits Equivalent - 2 Credits

Course Objectives: This course explores the theory and practice of investments, covering the topic areas of capital market structure, valuation, security analysis and portfolio management. This course will emphasize an understanding of the economic forces that influence the pricing of financial assets. Understanding of investment theory will be stressed and tied in with discussion of applicable techniques such as portfolio selection.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Introduction to Investment and Securities - Meaning of Investment, Investment and Speculation, Investment and Gambling. Investment objectives. The Investment Process, Investment Alternative - Negotiable Securities, Equity Shares, Preference Shares, Debenture,

Bond, Money Market Securities - Treasury Bills, Commercial Paper, Certificate of Deposits.
Non-negotiable Securities- Bank Deposits, Mutual Funds, Real Estate, Art and Antiques.

Unit 2: (4 Sessions)

Risk Analysis - Risks involved in Investment. Systematic Risk - Market Risk, Interest Rate Risk, Purchasing Power Risk, Unsystematic Risk – Business Risk, Financial Risk. Measurement of Risk.

Unit 3: (4 Sessions)

Primary Market and Secondary Market - Relationship between Primary and Secondary Market. Functions of Primary Market, Parties involved in New Issues - Managers, Registrars, Underwriters, Bankers, Statutory Agencies. Function of Stock Exchanges. Listing of Securities. Over the Counter Exchange of India (OTCEI).

Unit 4: (4 Sessions)

Analysis of Securities - Fundamental Analysis- Economic Analysis, Industry Analysis, Company Analysis, Financial Analysis. Technical Analysis. Tools of Technical Analysis. Dow Theory, Trend – Primary, Intermediate and Short term Trends. Indicators – Volume of trade, Breadth of Market, Odd Lot Trading. Relative Strength Index (RSI). Point and Figure Charting.

Unit 5 - (4 Sessions)

Portfolio Management: Traditional Portfolio Analysis. Effects of Combining Securities. Risk and Investor Preference, Constructing the Best Portfolio. Portfolio Revision. Need of Portfolio Revision. Portfolio Revision Strategies. Constraints in Portfolio Revision.

Suggested Readings:-

1. Fischer Donald E & Jordan Ronald J - Security Analysis and Portfolio Management, Prentice-Hall
2. Pandian Punithavathy - Security Analysis and Portfolio Management, Himalaya Publishing House Pvt. Ltd.

3. Van Horne - Financial Management & Policy, Prentice-Hall
4. Weston J.F. & Brigham E.F. - Essentials of Managerial Finance, Hinsdale, IL: The Dryden Press
5. Walker E.W. - Essential of Financial Management, Prentice-Hall
6. Gitman & Joehuk - Fundamentals of Investing, Pearson Addison Wesley

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P.O. BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401 (BIHAR)

www.mgcub.ac.in

Course Code - MGMT - 4022

Course Name - Fundamentals of Financial Services

Credits Equivalent - 2 Credits

Course Objectives: The course is designed for enabling the students to understand the issues involved in planning finances and investments at the personal level and expects to raise their level of advising on the financial issues. It also aims to make student understand about the Indian financial system and financial services that they can apply in practical life.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Introduction to Financial Services - The Indian Financial System, Meaning and Importance of financial services, Types of financial services, Financial services and economic environment, Players in financial services

Unit 2: (4 Sessions)

Financial Instruments - Introduction about financial instruments, Equity Linked Securities, Fixed-Interest Rate Securities in Present scenario, Floating Rate Securities

Unit 3: (4 Sessions)

Mutual funds and Venture Capital Financing - Introduction and Classification of Mutual Funds, Advantages and Limitations of Mutual Funds, SEBI (Mutual Funds) Regulations, 1996, Venture Capital and Characteristics of Venture Capital, Structure and Sources of Venture Capital funds

Unit 4: (4 Sessions)

Merchant Banking and other Financial Services - Origin, Meaning and concept, Functions, Role of a merchant Banker, Commercial Banks and Merchant Banking, Issues management, Managing new issues, SEBI guidelines for merchant bankers, Leasing and Hire Purchase

Unit 5: (4 Sessions)

Mutual funds and Credit Rating Services - Introduction of mutual funds, Classification of mutual funds, Advantages and Limitations of Mutual Funds, Meaning and process Credit Rating, Credit Rating Agencies in India

Suggested Readings:-

1. Khan M.Y. (2009), Financial Services, Fifth Edition, Tata McGraw Hill, New Delhi.
2. Siddaiah T. (2011), Financial Services. First Edition, Pearson, New Delhi.
3. Batra & Bhatia, (2001). Management of Financial Services. Deep & Deep Publication, New Delhi.
4. Ravichandran K. (2011). Merchant Banking and Financial Services. First Edition. Himalaya Publishing House, New Delhi.
5. Rose & Hudgins, (2010). Bank Management and Financial Services. Seventh Edition. Tata McGraw Hill, New Delhi.

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P.O. BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401 (BIHAR)

www.mgcub.ac.in

Course Code - MGMT - 4023

Course Name - Security Insurance and Risk Management

Credits Equivalent - 2 Credits

Course Objectives: The course is designed to take up various issues of risk and its management in view of insurance. It also aims to acquaint the students with different laws and regulations of insurance industry.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

History and Development of Insurance - The Introduction and Meaning of Insurance., History of Insurance and Types of Insurance, Principles of Insurance., Insurance in India.

Unit 2: (4 Sessions)

Risk Management and Insurance - Risk and Human Behavior, Meaning of Risk Management, Classification of Risks, Steps in the Risk Management Process

Unit 3: (4 Sessions)

Life Insurance - An Introduction to various types of Life Insurance Products, Traditional Products and Market Related Plans, Annuity, Pension Plans, Group Insurance, Salary Saving Schemes, Riders Associated with Different Plans

Unit 4: (4 Sessions)

General Insurance - Marine Insurance, Fire Insurance Motor Insurance, Health Insurance and Accident Insurance, Workmen Compensation Insurance, Rural and Social Sector Insurance

Unit 5: (4 Sessions)

Pricing and Underwriting - Pricing in Life Insurance, Underwriting, Claim Settlement and fulfilling the Promise, Reinsurance

Suggested Readings:-

1. Arunajatesan S. & Viswanathan T.R. (2009), Risk Management & Insurance: Concepts and Practices of Life and General Insurance. Third Edition. Macmillan Publishers India.
2. Gupta P.K. (2010). Insurance and Risk Management. Second Edition. Himalayan Publishing House Pvt. Ltd., New Delhi
3. Rejda E. George (2010). Principles of Risk Management and Insurance. Tenth Edition. Pearsons Publications India.
4. Harrington S.E. and Neihaus G.R. (2010). Risk Management and Insurance. Sixth Edition. Tata McGraw Hill.

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P.O. BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401 (BIHAR)

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Course Code - MGMT- 4024

Course Name - Financial Derivatives

Credits Equivalent - 2 Credits

Course Objectives: The objective of this course is to expose the students to the concept, tool and technique applicable in the field of Derivatives as a tool of investment and Derivative analysis.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Derivative - Introduction to derivatives, meaning, Classification, type, and uses. The need for derivative market, characteristics of forward transaction, characteristics of derivative market instrument, right and obligations of buyers and sellers. Hedging and risk sharing, Effects of derivatives markets on the financial system.

Unit 2: (4 Sessions)

Futures - Futures market, future prices, future contracts and characteristic of future contract, forward prices, characteristic of forward contract, interest rate of standardization.

Unit 3: (4 Sessions)

Swaps and Options - Evolution of swaps, its economic Rationale, types of swaps, the basic structure of swaps. Basic uses of swaps, interest rate swaps, option markets, characteristic of option, factors affecting option prices, option trading strategies.

Unit 4: (4 Sessions)

Derivative pricing methodologies - Objective of risk management, spectrum of risk management strategies, risk in credit derivatives, credit market, credit derivative, characteristic and its types, currencies and future contracts: general approach to pricing derivative, market risk management.

Unit 5: (4 Sessions)

Derivative in India - Prospects and policies. Commodity trading in India. Reasons for slow growth of derivative in India, uses and its misuses of derivatives.

Suggested Readings:-

1. Rajeev P.V & Mathur H.P.: Fundamental of derivatives & Commodities Derivatives, Vijay Prakashan Mandir
2. P Vijay Bhasker & B.Mahapatra: Derivatives Simplified, Sage Publications
3. A.V.Rajwade: Currency Exposure and Derivatives, McGraw Hill
4. A.V.Rajwade: Handbook of debt Securities and Interest Rate Derivative, McGraw Hill Pub

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P.O. BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401 (BIHAR)

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Course Code - MGMT- 4025

Course Name - Labour Laws

Credits Equivalent - 2 Credits

Course Objectives: The course is designed to acquaint students with Indian Labour Laws and enable students to understand the significance of Labour Laws, their significance, implications and make them an effective HR professional.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (6 Sessions)

The Trade Union Act 1926, The Industrial Dispute Act 1947, The Factories Act 1948, The Mines Act 1952

Unit 2: (3 Sessions)

The Industrial Employment (Standing Orders) Act 1946, The Contract Labour (Regulation and Abolition) Act 1970

Unit 3: (4 Sessions)

The Workmen's Compensation Act 1923, The Maternity Benefit Act 1961

Unit 4: (4 Sessions)

The Employees State Insurance Act 1948, The Payment of Gratuity Act 1972, The Employees Provident Fund & Miscellaneous Provision Act 1952

Unit 5: (3 Sessions)

The Plantation Labour Act 1951, The Apprentices Act 1961, The Child Labour (Prohibition and Regulation) Act 1986

Suggested Readings:-

1. Malik P. L, 2016, Handbook of Industrial and Labour Law, 16th Edition, Eastern Book Company
2. Sharma J. P, 2011, Simplified Approach to Labour Laws, 4th Edition, Bharat Law House Pvt. Ltd, New Delhi
3. Kumar H. L, Digest of Labour Cases-1990-2009, Universal Law Publishing Company Pvt. Ltd, New Delhi
4. Bhasin, A. (2011). Labour Laws– A Primer. Eastern Book Company.
5. Taxmanns. (2017). Labour Laws.
6. Manual, U. L. (2016). Labour and Industrial Law Manual. Universal Law Publishing.

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P.O. BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401 (BIHAR)

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Course Code - MGMT- 4026

Course Name - Industrial Relations

Credits Equivalent - 2 Credits

Course Objectives: In this course, the students are to be acquainted with the Industrial relations framework in our country, the importance of the maintenance of Industrial peace and efforts to reduce the incidence of Strikes and Lockout and Industrial Strike are to be emphasised. Further, the students are to be acquainted with Social Security Frame-work prevailing in our Country. It is necessary to know the concept of social security, its importance and also constitutional basis for the same in India.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Introduction to Industrial Relation - Concept, evolution, characteristics, scope, components, factors affecting industrial relations, approaches to IR, IR in India, prerequisites of successful industrial relation programme.

Unit 2: (4 Sessions)

Industrial Conflicts/Disputes - Meaning, essentials, classification, recognition of disputes, impact of industrial disputes, factors of industrial disputes/conflicts, Strikes-forms, prevention of strikes, lock-outs, gheraos, Ways to achieving industrial peace, Code of discipline in industry.

Unit 3: (4 Sessions)

Grievances Handling - Meaning, nature, causes of grievances, procedure for redressal.

Unit 4: (4 Sessions)

Collective Bargaining - Meaning, principles, contents, forms, process and levels of collective bargaining, formats of agreements, Typologies, productivity bargaining, pre-requisite of effective collective bargaining, collective bargaining in India.

Unit 5: (4 Sessions)

Workers' Education - Content, significance, rationale behind workers' education, workers' education scheme in India- objectives, functions and problems.

Suggested Readings:-

1. Owen, W.V. & Finston, H.V: Industrial Relations, Appleton-Century-Crofts
2. I.I.P.M.: Personnel Management in India
3. Heckman, I.L. & Hunuyager, S.C: Management of Personnel Function, London: Business Publication Ltd
4. Mehrotra, S.N.: Labour Problems in India.
5. Sen, Ratna: Industrial Relations in India, Macmillan Publishers India
6. Memoria, C.B.: Industrial Relations, Himalaya Publication
7. Chhabara, T.N. and R.K. Suri: Industrial Relations- Concepts and Issues, Dhanpatria & Co

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P.O. BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401 (BIHAR)

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Course Code - MGMT- 4027

Course Name - Cross Cultural Management

Credits Equivalent - 2 Credits

Course Objectives: The course is designed to acquaint students with the meaning and significance of culture and to make them learn to think across cultural differences.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Introduction to Culture - What is Culture: Definition Characteristics, Types of culture, components of culture, Cultural Change, Cultural Diversity, Cultural Shock, Ethnocentrism, Xenocentrism, Cultural Relativism, Acculturation, Transculturation, Enculturation, Emic & Etic perspective, Cultural Adaptability, cultural prejudices and stereotypes

Unit 2: (4 Sessions)

Cultural diversity and multicultural Teams - The impact of cultural differences on individuals, Verbal and non-verbal communication across cultures, Cross cultural issues in organizations, Culture of Indian Management style

Unit 3: (4 Sessions)

Management of Cross Cultural Teams - Knowledge cultures, Cross-cultural intelligence and managerial competence, Motivating across cultures, Leadership of cross culture teams, Managing knowledge across borders

Unit 4: (4 Sessions)

Conflict and negotiation - Gender differences, multi-ethnicity, religion, geography, body language, Cultural aspects of international business negotiations. Cross Cultural Negotiation Strategies, Cultural issues in merger and acquisition

Unit 5: (4 Sessions)

Culture and ethics - Significance of cultural values & ethics in cross boarder in businesses, Corporate Culture and Cross Border HRM, Employment Practices with respect to Japan, European countries, US, China.

Suggested Readings:-

1. Bhattacharyya, D. K. (2010). Cross-Cultural Management Text and Cases. PHI Learning Private Limited, New Delhi.
2. Madhavan, S. (2011). Cross Culture Management. Oxford University Press.
3. Singh, N. K. Eastern and Cross Culture Management. Springer.
4. Gannon, M. J. (2008). Paradoxes of Culture and Globalization. Sage Publications.
5. Thomas, D. C., & Peterson, M. F. (2017). Cross-Cultural Management: Essential Concepts (4th ed.). SAGE Publications, Inc.

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P.O. BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401 (BIHAR)

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Course Code - MGMT- 4028

Course Name – Performance Management

Credits Equivalent - 2 Credits

Course Objectives:

The course has been designed for presenting giving Human Resource practitioners an idea of Performance Appraisal, Demands of the organization and how the Environmental factors affect performance.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

5. Mid Term Examination: 20%
6. End Term Examination: 60%
7. Attendance: 5%
8. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Introduction - Understanding Performance Management, Nature and scope of Performance Management System, Process and elements of Performance Management, Effectiveness in

Performance Management, Relationship between Organizational Structure and Performance; Importance of documenting employee performance.

Unit 2: (4 Sessions)

Performance Appraisal - Performance Management Vs Performance Appraisal, Need for Performance Appraisal, Realistic appraisal, Steps and Methods of Performance Appraisal: Graphic Rating Scale, Alternative Ranking, Paired Comparison, Forced Distribution, Critical Incident, Narrative Forms, Computerized and Web-based, Problems in appraisal, Supervisor's role in appraisal.

Unit 3: (4 Sessions)

Organizational Demands and Performance Management - Organizational Strategy and Performance Management, Organizational Culture & Performance Management, Employee concerns-perceptions of procedural and distributive justice, employees' responsiveness to performance feedback, achieving work/life balance.

Unit 4: (4 Sessions)

Environmental Influences and Performance management - Influence of Labour force trends, Technology, Globalization and Ethics on performance management.

Unit 5: (4 Sessions)

Performance Management System - Employee perceptions of the Performance Management system, employee reactions to surveillance and monitoring.

Suggested Readings:-

1. Performance Management : Herman Aguinis Pretince Hall New Delhi
2. Performance Management System & Strategies: Dipak Bhattacharyya Pearson Education ND
3. Performance Management : Robert Bascal McGrawHill
4. Strategies for Performance Management : Excel Books New Delhi
5. Human Resource Management : Garry Dessler, Pearson Education, New Delhi

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PO BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401(BIHAR)

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Course Code - MGMT 4033

Course Name – **Business Policy**

Credits Equivalent - 4 Credits

Course Objectives: The present course is intended to provide the students an opportunity to apply their theoretical knowledge of concepts, principles, tools and mechanism of strategic management acquired in the preceding semester in the resolution of real life problems facing top management through case discussions. This course will primarily be handled through discussion of real life cases.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (8 Sessions)

Business Policies - Introduction, Overview of Business Policies, Importance of Business Policies, Definitions of Policy, Procedures, Process and Programmes, Types of Policies, Business Policy Statements, Corporate Culture.

Unit 2: (8 Sessions)

Business Policy and Decision Making - Introduction, Factors Considered Before Framing Business Policies, Steps Involved in Framing Business Policies, Policy Cycle and its Stages, Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making.

Unit 3: (8 Sessions)

Business Continuity Plan – Introduction, Concepts of Business Continuity Plan (BCP), Relevance and Importance of BCP, Steps in Business Continuity Plan, Business Impact Areas, BCP and its Influence on Strategic Management, BCP and its Influence on Policy Making, Contingency Planning.

Unit 4: (8 Sessions)

Business Investment Strategies – Introduction, Business Plan and Business Venture, Business Investment Strategies.

Unit 5: (8 Sessions)

Recent Trends in Strategic Management - Introduction, Strategic Thinking, Organisational Culture and its Significance, Organisational Development and Change, Change Management, Models of Leadership Styles and its Roles, Strategic management in a new globalised economy.

Suggested Readings:-

1. Newman and Logan: Strategy, Policy and Central Management, South-Western Pub. Co
2. Ronald Christanson & others: Business Policy - Text and Cases, R. D. Irwin,
3. Donald F. Harvey: Strategic Management & Business Policy, Merrill
4. Michael Porter: Competitive Advantage, Simon and Schuster
5. G. Hamel & C.K. Prahalad: Competing for the Future, Harvard Business Press.
6. William F. Glueck: Business Policy
7. R.M. Srivastava: Management Policy and Strategic Management
8. Mc Carthy: Business Policy and Strategy
9. R.M. Srivastava: Corporate Strategic Management

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PO BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401(BIHAR)

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Course Code - MGMT 4036

Course Name – Sales and Distribution Management

Credits Equivalent - 2 Credits

Course Objectives: It aims to help management students understand the fundamentals of Sales management and Distribution management so as to recognize the need of Business and to have the effective Sales and Distribution strategies for the satisfaction of channel partners.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Evolution of Sales Management - Nature and Role of Sales Management, Sales Strategies: Relationship Strategy; Double win; Hard Sale Vs Soft Sale Strategy, Setting Personal selling.

Unit 2: (4 Sessions)

Sales Training Program Role of a trainer; Training Method; Designing sales training program, Motivating Sales Personnel, Designing and Administering Compensation: Financial Compensation Methods, Nonfinancial Methods.

Unit 3: (4 Sessions)

Sales Organization – Sales Organization Concepts - Structures, Quotas for Sales personnel: Procedure; Types; Methods, Territories: Size; Allocation; Designing; Allocating Sales Efforts.

Unit 4: (4 Sessions)

Marketing Channel - Importance; Structure; Flow, Wholesaling: Functions; Classification; Key tasks, Retailing: Organized Retail in India; Types of Retailer; Role of Retailer; E-Tailing.

Unit 5: (4 Sessions)

Designing Channel System - Channel Design; Channel Planning, Selecting Channel Partners: Change; Training; Motivating; Evaluating, Channel Management: Use of Power; Channel Conflict, Channel Information System.

Suggested Readings:-

1. Panda T, Sachdev S: Sales and Distribution Management, Oxford University press
2. Havaladar, Krishna K: Sales and Distribution Management, Tata McGraw Hill
3. Gupta S. L,: Sales & Distribution Management: Text & Cases in Indian Perspectives, Excel Books
4. Still, Kundiff, Govoni: Sales and Distribution Management, PHI,
5. L. Gorchels, C. West, E. J. Marien: The Managers Guide to Distribution Channels, McGrawHills,
6. Russell W. McCalley,: Marketing Channel Management: People, Products, Programs, and Markets, Greenwood Publishing Group,
7. Robert Hastings: Channel Sales & Management In Distribution, Businessman Pub.

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PO BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401(BIHAR)

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Course Code - MGMT 4037

Course Name – **Supply Chain Management**

Credits Equivalent - 2 Credits

Course Objectives: The objective of this course is to develop the understanding of various components of integrated supply chain. The learning is focused on developing the supply chain to suit not only the domestic operations but also the global operations

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

The Foundation of Supply Chain Management - Overview and Evolution of Supply Chain Management; Supply Chain Concepts and Models; Strategic Fit Concept of SCM.

Unit 2: (4 Sessions)

Key Processes of Supply Chain Management - Supply Chain Planning; Purchasing in Supply Chain; Supply Chain Network Design & Manufacturing; Inventory and Warehousing in SCM.

Unit 3: (4 Sessions)

SCM Enablers – Tools and Techniques of Information & Communication Technology (ICT) in Supply Chain; Supply Chain Forecasting; Buyer-Supplier Partnership.

Unit 4: (4 Sessions)

SCM Administration - Supply Chain Cost Analysis & Pricing; Supply Chain Risk Management; HR Issues in SCM; Supply Chain Performance Measurement.

Unit 5: (4 Sessions)

Contemporary Issues in SCM - The content of the unit depends upon the recent developments in the field of SCM such as Lean Approach; Green SCM & Reverse Logistics.

Suggested Readings:-

1. Chopra Sunil & Meindell P.: Supply Chain Management, Pearson Pub., New Delhi
2. Agrawal D.K.: Supply Chain Management, Macmillan Press, New Delhi
3. Shah J.: Supply Chain Management, Pearson Pub., New Delhi
4. Ballou R.H.: Business Logistics / SCM, Pearson Pub., New Delhi
5. David Simchi-Levi et al.: Designing and Managing the Supply Chain: Concepts, Strategies, and Test Studies, McGraw-Hill.
6. Jeremy F. Shapiro: Modeling the Supply Chain, Duxbury.
7. Terry P. Harrison, et al. ed.: The Practice of Supply Chain Management: Where Theory and Application Converge, Kluwer Academic Publishers.
8. Mentzer John T.: Supply Chain Management, Sage Publication, New Delhi
9. Sahay B.S.: Supply Chain Management for Global Competitiveness, MacMillan Publication, New Delhi.
10. Burt Dobler and Starling: World Class Supply Management, Tata Mcgraw Hill.
11. Coyle Bondi and Langely: The Management of Business Logistics: A Supply Chain Perspective, Thomson South

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PO BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401(BIHAR)

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Course Code - MGMT 4038

Course Name – Rural Marketing

Credits Equivalent - 2 Credits

Course Objectives: The objective of the course is to familiarize the participants with conceptual understanding of Rural Marketing practices in Indian context.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Introduction - Rural Marketing – Concept & Scope, Attractiveness & Challenges of Rural Markets, Rural vs. Urban Markets.

Unit 2: (4 Sessions)

Rural Marketing Environment - Rural Market in India, Size and Scope, Environment and Emerging Profile of Rural Markets in India.

Unit 3: (4 Sessions)

Rural Consumer Behavior – Rural Consumers Dimensions - Buying Decision Process, Marketing Mix for Rural Marketing.

Unit 4: (4 Sessions)

Researching Rural Market - Research approach, Rural Marketing Information System, Diffusion of Innovation.

Unit 5: (4 Sessions)

Rural Marketing Strategies - Rural Market Segmentation - Basis and Strategies, Positioning Strategies for Rural Market. Product Strategy-Product Planning & Strategies for Rural Markets.

Suggested Readings:-

1. P. Kashyap & S. Raut: Rural Marketing, Biztantra
2. T.P. Gopal Swamy: Rural Marketing, Vikas Publishing House
3. B. Dogra & K. Ghuman: Rural Marketing, TMH
4. S. K. Velayudhan: Rural Marketing, SAGE Publication
5. U.C.Mathur: Rural Marketing, Excel Books,
6. C G Krishnamacharyulu, L. Ramakrishnan: Rural Marketing, Pearson Education
7. Habeeb Ur Rahman: Rural Marketing, HPH,
8. Sukhpal Singh: Rural Marketing, Vikas Publishers
9. Minouti Kamat& R. Krishnamoorthy: Rural Marketing, HPH, Agricultural

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Course Code - MGMT 4039

Course Name – **Customer Relationship Management**

Credits Equivalent - 2 Credits

Course Objectives: The paper is designed to impart the skill based knowledge of Customer Relationship Management. The syllabus encompasses almost the entire aspect of the subject. The purpose of the syllabus is to not just make the students aware of the concepts and practices of CRM in modern businesses but also enable them to design suitable practices and programs for the company they would be working.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Customer Relationship Management Fundamentals - Theoretical perspectives of relationship, Evolution of relationship marketing, Purpose of relationship marketing, CRM Definitions, Significance of CRM.

Unit 2: (4 Sessions)

Customer Satisfaction - Meaning, Definition, Significance, Components of Customer Satisfaction, Customer Satisfaction Models.

Unit 3: (4 Sessions)

Customer Loyalty – Meaning, Definition, Significance, Customer Loyalty, Customer Loyalty Ladder, Loyalty Principles, Benefits of Customer Loyalty, Drivers of Customer Loyalty.

Unit 4: (4 Sessions)

Service Quality - Meaning and Definition of Service Quality, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps.

Unit 5: (4 Sessions)

Customer Relationship Management: Technology Dimensions - E- CRM in Business, Features of e-CRM, Advantages of e-CRM, Voice Portals, Web Phones, Virtual Customer Representative.

Suggested Readings:-

1. Kristin Anderson, Carol Kerr: Customer relationship management, McGraw Hill Professional
2. Federico Rajola: Customer Relationship Management: Organizational & Technological Perspectives, Springer
3. Rajendra Kumar Sugandhi: Customer Relationship Management, New Age International
4. Jagdish N. Sheth: Customer relationship management:., Emerging Concepts, Tools, & Applications, Tata McGraw-Hill Education
5. Gerhard Raab: Customer relationship management: a Global Perspective, Gower Publishing, Ltd.
6. Ed Peelen: Customer Relationship Management, Pearson Education India
7. Francis Buttle: Customer Relationship Management, Butterworth-Heinemann
8. Judith W. Kincaid: Customer Relationship Management: Getting It Right, Prentice Hall Professional

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PO BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401(BIHAR)

www.mgcub.ac.in

Course Code - MGMT 4040

Course Name – Tax Planning Management

Credits Equivalent - 2 Credits

Course Objectives: The Course aims to provide understanding of Direct Tax including Rules pertaining there to and application to different business situations and to understand principles of Capital gains.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Introduction to Taxation Management - Types of Taxes, Concept, Objectives and factors to be considered for Tax Planning.

Unit 2: (4 Sessions)

Structure, Taxable and Exempt Incomes, Set-offs - Broad Schema of Income Tax Law, Rates of Taxes Applicable to Different Types of Taxpayers.

Unit 3: (4 Sessions)

Tax Planning – Meaning of tax planning and management, Tax evasion and Tax avoidance, Tax Planning considerations in relation to Business.

Unit 4: (4 Sessions)

Taxation of Capital Gains - Meaning of Capital Gains and Capital Losses, Types of Assets, Provisions relating to Capital Gains Tax.

Unit 5: (4 Sessions)

Corporate Taxation - Computation of taxable income, Carry-forward and set-off of losses for companies, Tax Planning for Amalgamation, Merger and Demerger of Companies.

Suggested Readings:-

1. Vinod Singhania: Direct Taxes, Law and Practice, Taxmann Publications
2. Bhagawati Prasad: Direct Taxes, New Age International Pub
3. Girish Ahuja and Ravi Gupta: Direct Taxes, Bharat Law House
4. T. N. Manoharan: Hand Book of Income Tax Laws, Institute of Chartered Accountants of India
5. B.B.Lal & N.Vashisht: Direct Taxes, Pearson
6. S. S. Gupta: Service Tax, Taxmann
7. R. Mohan Lavis: Service Tax, Bharat Publishers, New Delhi

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PO BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401(BIHAR)

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Course Code - MGMT 4041

Course Name – Mergers and Acquisitions

Credits Equivalent - 2 Credits

Course Objectives: The main objective of this course is to familiarize students with various techniques of corporate restructuring, and valuation methods used by corporate in real life and develop an Understanding of Merger as significant economic activity taking place in today's economy.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Introduction to Merger and Acquisition - Meaning of mergers and acquisitions (M & A), Benefits of M & A, Distinctions between Mergers and Acquisitions, Types of Mergers, motives behind the M & A, advantages and disadvantages of M & A, Tender Offer, Defensive Tactics, Regulation of Mergers and Takeovers in India

Unit 2: (4 Sessions)

Strategic Evaluation of M & A Opportunities - Selection approaches and criteria, modalities of fixing the acquisition price, Overview of the M&A Process, Financially evaluating a merger.

Unit 3: (4 Sessions)

Synergy and Value Creation in Mergers – Synergy and its different types, industry life cycle, value creation in synergy, theoretical factors that would affect M & A activity.

Unit 4: (4 Sessions)

Demergers - Meaning of demerger, characteristics of demerger, structure of demerger, meaning of LBO, MBO, MLP, ESOP, Equity Carve Outs, Going Private, Distress Restructuring, Divestment, mode of purchase in LBO.

Unit 5: (4 Sessions)

Valuation - Valuation approaches, basis of valuation, different methods of valuation, valuation of synergy, Meaning of amalgamation, types of amalgamation.

Suggested Readings:-

1. Fred Weston, Kwang S Chung, Susan E Hoa: Mergers and Restructuring and Corporate Control, Pearson Education
2. Thomas E. Copeland Valuation: Measuring and managing the value of Companies, Wiley
3. Ravindhar Vadapalli: Mergers acquisitions and Business Valuation, Excel Books,
4. K. G. Palupu, P M. Healy & V. L. Bernard: Business Analysis and Valuation; Using Financial Statements Text and Cases, South-Western Pub
5. Ashwath Damodaran: Corporate Finance-Theory And Practice John Wiley & Sons
6. Shukla & Grewal: Advanced Accounts, S. Chand & Sons
7. Sudi Sudarsanam: Value Creation From Mergers and Acquisitions, Pearson Education,
8. Arzak: Valuation for mergers Buyouts & Restructuring, Wiley (India (P) Ltd.

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PO BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401(BIHAR)

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Course Code - MGMT 4042

Course Name – **Indian Financial Management**

Credits Equivalent - 2 Credits

Course Objectives: The main objective of this course is to make the students aware about the financial system in India. It is an interaction of various intermediaries, market instruments, policy makers, and various regulations to aid the flow of savings from savers to investors and managing the proper functioning of the system.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Indian Financial System - Pre Nineties and Post Nineties overview. Organisational structure of the Indian Financial System- Major Components- Financial Markets; Financial Institutions/ Intermediaries; Financial Instruments.

Unit 2: (4 Sessions)

Regulatory and Promotional Institutions - Reserve Bank of India, Securities and Exchange Board of India, IRDA, Objectives and functions of RBI, SEBI and IRDA.

Unit 3: (4 Sessions)

Primary Market – Public Issue, Right Issue and Private Placement. Steps in Public Issue, Steps and Role of various agencies in public issue-Merchant Bankers, Underwriters, Brokers, Bankers to the Issue, Registrar to the Issue.

Unit 4: (4 Sessions)

Stock Exchange - Definition, Overview of Stock Exchanges in India, Trading on NSE - Capital Market Segment and Wholesale Debt Market Segment, Trading system under Capital Market Segment, Order types, cash/margin trading, Rolling settlement.

Unit 5: (4 Sessions)

Banking - Functions of Commercial Banks, Concept of E-Banking, NPA, Securitisation and Universal Banking, Meaning and Major Functions of NBFC. Credit Rating, Credit Rating Agencies in India.

Suggested Readings:-

1. Financial Institutions and Markets- L.M.Bhole
- 2 Indian Financial System- Khan M.Y.
- 3 Indian Financial System – Pathak
- 4 Management of Financial Services- Bhalla V.K.
- 5 Indian Financial System – Dr.G.Ramesh Babu

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PO BOX: 1, MOTIHARI, DISTRICT CHAMPARAN-845401(BIHAR)

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Course Code - MGMT 4043

Course Name – **International Financial Management**

Credits Equivalent - 2 Credits

Course Objectives: The main objective of this course is to familiarize the students with the international financial environment and the special decision variables underlying the discharge of finance function in a multinational corporation.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Global Financial Environment - Objective of financial management in a multinational corporation, functions of international financial management. Special decision variables in international financial management. International monetary system.

Unit 2: (4 Sessions)

Forex and Financial Derivatives - Foreign exchange markets, exchange rates, exchange rate theories – Mint parity, Purchasing Power Parity (PPP), Balance of Payments theory, Stable and flexible exchange rate, interest rate and inflation rate, Fischer Effect, Forward contracts, currency futures and currency options.

Unit 3: (4 Sessions)

International Portfolio Investment – Economic determinants. The national FDI policy framework. Benefits of inter-national equity and bond investing. International capital asset pricing model (ICAPM).

Unit 4: (4 Sessions)

International Capital Budgeting - The basic framework for analysis. Issues and strategic considerations in international capital budgeting. Financial risk and cost of capital. Exchange risk and cost of capital. Political risk and cost of capital. Impact of hedging on cost of capital, tax havens.

Unit 5: (4 Sessions)

International working capital management - Multilateral netting. Intra corporate transfer of funds. Transfer pricing, Letter of credit. International factoring & Accounts receivables.

Suggested Readings:-

1. Alan C. Shapiro: Foundations of Multinational Financial Management, Wiley
2. P.G. Apte: Global Financial Management, Tata McGraw-Hill Education
3. Abdullah Faud A: Financial Management for the Multinational Firms, Prentice-Hall
4. Zenoff David B. & Zwick Jack: International Financial Management, Prentice-Hall
5. Maurice D. Levi: International Finance, Taylor & Francis
6. Buckley Adrain: Multinational Finance, Financial Times Prentice Hall

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Course Code - MGMT 4044

Course Name – **International HRM**

Credits Equivalent - 2 Credits

Course Objectives: The course is designed to help students in understanding Basic Concept of International Human Resource management and to make students familiar with expatriates and challenges of expatriation.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Introduction to IHRM - Introduction- Defining International HRM, Difference between International HRM and Domestic HRM, Model of IHRM.

Unit 2: (4 Sessions)

Staffing in IHRM - Staffing in international operation for sustained global growth, Approaches to staffing, the role of an expatriate, return on investment of international assignment, the role of corporate HR function in MNEs.

Unit 3: (4 Sessions)

International Training and Development – International Training and Development, expatriate training, Components of effective pre-departure training program, effectiveness of pre-departure training, International compensation.

Unit 4: (4 Sessions)

Repatriation and Re-entry Issues - Re-entry and career issues, Repatriation process, designing a repatriation program. Performance management, Multinational performance management.

Unit 5: (4 Sessions)

International Industrial Relations - International Industrial Relation, Key issues in international industrial relation, Trade unions and international industrial relation.

Suggested Readings:-

1. Edward, T (2011) International Human resource Management. Pearson, New Delhi.
2. Subba Rao, P (2010). International Human Resource Management, First Edition, New Delhi
3. Brewster, C., Sparrow, P and Vernon, G. (2008). International Human Resource Management Universities Press (India).
4. Briscoe, D., Schuler,R. and Claus,L.(2008).International Human Resource Management. Routledge Publication.5th Edition.
5. Harzing, A., Ruyseveldt, J.V (2003). International Human Resource Management. Sage Publication.
6. Stahl,G.K and Bjorkman. Handbook of Research in International Human Resource Management. Edward Elgar Publishing.
7. Hutching, K and Cieri, H.D. (2007). International Human Resource Management. Ashgate Publishing
8. Dowling , P.J., Festing, M., and Engle, A.D.(2012) International Human Resource Management Fifth Edition ,Cengage Learning
9. Aswathappa, K. (2011). International Human Resource Management. Tata McGraw Hill, New Delhi

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Course Code - MGMT 4045

Course Name – **Compensation Management**

Credits Equivalent - 2 Credits

Course Objectives: The course is designed to discuss the strategic importance of compensation to the achievement of organizational Objectives. It also covers the role of compensation in attracting and retaining a highly competent workforce.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Introduction to Compensation Management - Meaning of Compensation, Components of Compensation, Principles of Compensation Determination, and Factors influencing Compensation Decisions.

Unit 2: (4 Sessions)

Wage and Salary Administration in India - Concept of Wage: Types of Wages, Methods of Wage Payment, Theories of Wages, Process of Wage Determination, National Wage Policy and its Objectives.

Unit 3: (4 Sessions)

Legal Framework of Compensation in India – Workmen’s Compensation Act, 1923, Payment of Wages Act, 1936, Minimum Wages Act, 1948, Equal Remuneration Act, 1976.

Unit 4: (4 Sessions)

Managing Employee Incentives and Benefits - Meaning of Wage Incentives, Prerequisites for an Effective Incentive Plan, Types of Wage Incentive Plans: Individual Incentive and Group Incentive Plans, Profit Sharing in India.

Unit 5: (4 Sessions)

Compensation of Special Groups and International Compensation - Compensation strategy for CEOs, International Pay System, Objectives of International Compensation, Components of International Compensation.

Suggested Readings:-

1. Milkovich, George T., Newman, Jerry M., and Venkata Ratnam, C.S., “Compensation”, Ninth Edition, 2013, McGraw Hill, New Delhi.
2. Bhattacharya, Dipak Kumar, “Compensation Management”, Sixth Impression, 2012, Oxford University Press, New Delhi.
3. Bhatia, Dr. Kanchan, “Compensation Management”, 2012, Himalaya Publishing House Pvt. Ltd., Mumbai.
4. Armstrong, Michael, and Murlis, Helen, “Reward Management: A Handbook of Remuneration Strategy and Practice”, 5th Edition, 2005, Hay Group, London.
5. Deb, Tapomoy, “Compensation Management”, 2009, Excel Books, New Delhi.
6. Henderson, Richard I., “Compensation Management in a Knowledge-Based World”, 2006, Dorling Kindersley (India) Pvt. Ltd., New Delhi.
7. Goel, Dewakar, “Performance Appraisal and Compensation Management: A Modern Approach”, 2008, PHI Learning Private Limited, New Delhi.

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Course Code - MGMT 4046

Course Name – **Group Dynamics**

Credits Equivalent - 2 Credits

Course Objectives: The objective of this course is to acquaint the students with the implications of working in a group and for preparing them as team leader and assume the future role of a manager. This course also aims and imparting students an exhaustive view of the concepts related to Group Dynamics and help them learn and grow through practical cases and assignments from Corporate world.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Understanding Groups - Introduction to Groups, Types and Characteristics of Groups, Formation of Group, Team, Difference between Group and Team.

Unit 2: (4 Sessions)

Group Dynamics - Meaning and nature of group dynamics, Theoretical Approach to Group Dynamics, Measuring group dynamics.

Unit 3: (4 Sessions)

Development and Structure – Group development, Values of Group, Group Structure: Norms, Roles, Status, and Cohesiveness, Group Productivity.

Unit 4: (4 Sessions)

Intergroup Relation - Working in team, Group influence, Power and Politics, Intergroup conflict, conflict resolution.

Unit 5: (4 Sessions)

Group Decision Making - Group Decision Making, Group communication, Group effectiveness, Group approaches to change.

Suggested Readings:-

1. Forsyth, D. R. (2009). Group Dynamics. Cengage Learning.
2. Zander, A. (1994). Making Groups Effective. Wiley.
3. Davis : Group Performances, Addison-Wesley Publishing
4. Dyer : Team Building: Issues and Alternatives, Addison- Wesley Publishing

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Course Code - MGMT 4047

Course Name – **Social Audit**

Credits Equivalent - 2 Credits

Course Objectives: The present course aims at familiarizing the participants with the skills related to basic principles, tools and techniques of social audit which would help them to identify, measure, assess and report on the social performance of the various organizations.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Attendance: 5%
4. Comprehensive Continuous Internal Assessment: 15%

Course Contents:

Unit 1: (4 Sessions)

Introduction - Introduction to Social Audit, History of Social Audit, Social Audit vs Other Audits , Principles of Social Audit, Uses and Functions of Social Audit, Dimensions of social audit.

Unit 2: (4 Sessions)

Key steps for Designing Social Audit for an international firm - The Social Audit Flowchart, Identifying and selecting the indicators of social audit. Traditional Social Indicators.

Unit 3: (4 Sessions)

Planning the Data Collection – Designing Questionnaire, Guidelines for Undertaking Survey, Group Exercise, Budgeting for social audit, and Prerequisite for Social Audit.

Unit 4: (4 Sessions)

Social Auditing and Performance Evaluation - Good Governance and Social Audit, Stakeholders and Social Audit - Identification of Stakeholders, Needs and Methods of involving Stakeholders in Social Audit.

Unit 5: (4 Sessions)

Preparing the Final Report - The Follow-up action plan for Social Audit, Social Audit and Dissemination, Feedback and Institutionalization of Social Audit, Accountability Mechanisms.

Suggested Readings:-

1. Raymond A. B., Dan H. F., The corporate social audit, Russell Sage Foundation
2. David H. B., William C. F., Mildred S. M., Social auditing: Evaluating the impact of Corporate Programs, Business & Economics
3. Sujatha B., Social Audit- Concepts and Practices, ICAI University Press