

MMIE 301 (A) FINANCIAL MANAGEMENT AND PROJECT MANAGEMENT

Unit 1

Nature and Scope of Financial Management: Role of financial management in business decision, goal of financial management, The Firm and Its Environment: Forms of business ownership, economic and regulatory environment, Tax planning

Unit 2

Balance sheet and profit and loss statements, Tools of Financial Analysis: Funds flow analysis - sources and uses of funds, measurements of cash flow, Revenue costs, Investment Management: Capital Budgeting Techniques. PBP, ARR, Discounted PBP, PI, Time Value of Money, NPV v/s IRR. Risk Analysis, Case Studies

Unit 3

Profit relationships, break even analysis, ratio analysis, of operating and financial leverages, Working Capital Management, Credit Policy, Financial Decision Making: Sources of raising capital, Internal financing, Cost of capital, Balanced Capital Structure. Capital Structure Theories, Dividend Policy & its Theories.

Unit 4

Project Management: Definition, characteristics, and life cycle, difference with operations management, Steps in PM, project manager's jobs, Organization for PM. Market Potentiality Analysis: Identification of opportunities of new products, Technical Analysis : Materials and Inputs, Selection of Appropriate Technology , Product mix, Plant capacity.

Unit 5

Project Analysis & controls: Monitoring and Control: Features of control, Project control, Performance analysis and cost control curves, Line of balance, GERT, Financial Analysis : Estimation of cost of project, means of finance, newer modes of financing. Estimation of working capital, estimation of cost of production working results and profitability, Project cash flows, Project Report Preparation: Detailed project report preparations for various agencies, Planning of a new enterprise, Introduction to IPR, Procedures and practices.

References:

1. Khan and Jain, Financial management.
2. Kuchchal, Financial management.
3. Pandey I M, Financial Management.
4. Prasanna Chandra, Project Preparation, Appraisal and Implementation, TMH
5. Dennis Lock, Project Management, Galgotia Book Service, New Delhi.
6. Chaudhary S., Project Management, TMH

MMIE 301 (B) RESEARCH METHODOLOGY

Unit 1

Introduction to research methodology: defining the Research Problem & Developing an approach.

Unit 2

Research Design formation: Research design, Exploratory research design: Secondary Data, Qualitative Research, Descriptive Research Design: Survey & Observation, Casual Research

Design: Design of Experiments.

Unit 3

Measurement and scaling: Introduction, Fundamentals & Comparative Scaling, Measurement & scaling: Non-comparative scaling techniques, Questionnaire & form design, Sampling: Design & procedures, Sampling: Final & initial sample size determination.

Unit 4

Data collection and preparation: Fieldwork, Data preparation, Frequency distribution, crosstabulation, & hypothesis testing, Analysis of Variance & covariance, Correlation & regression, significance of error R-square, differentiation between correlation and causal analysis

Unit 5

Analysis, and reporting: Discriminate & logic analysis, Factor analysis, Cluster Analysis, Multidimensional scaling & conjoint analysis, Report preparation & presentation, International marketing research.

References:

1. Bryman Alan and Bell Emma; Business research methods; Oxford University Press
2. Malhotra Naresh K; Market Research
3. Bordens; Research Design and Methods; TMH
4. Trochim; Research Methods; Wiley
5. Churchill Gilbirth and Dawn Iacobucci; Market Research-Methodological Foundation:.
6. Pual Haque; Market Research: A Guide to Planning, Methodology and Evolution:.
7. Blankeship Albert, George Breen, Alan Dutka; State of the Art Marketing Research:.
8. Donald R. Lehman; Marketing Research:.

MMIE 302(A) MARKETING MANAGEMENT

Unit 1

Introduction: Tasks and Philosophies of Marketing Management differentiation between need, want and demand, marketing system and environment, Systems approach to marketing; Marketing Organization: Organization of Marketing department. Responsibilities and functions of Marketing managers, Interaction of Marketing with other functions

Unit 2

Sales Function: Recruitment, Selection, Training, Motivation and compensation of sales force, Controlling and evaluating, Sales Promotion and evaluation of advertising program

Unit 3

Marketing research: Scope and objective, Planning and formulating Marketing Research Projects, Methods of collecting data. Analysis and evaluation of data. Consumer behavior analysis,
Vendor analysis

Unit 4

Product Planning: Product Policy decision, Life Cycle, Innovation, Product failure. Introducing new products, Product Mix strategies

Unit 5

Distribution: Importance of middlemen. Types of distribution channel, design decisions, Problem in Channel Determination and uses.

References:

1. Philip Kotler; Marketing Management: Analysis ,Planning Implementation and Control. PHI.
2. Stanton; Marketing Management; Mc Graw Hill
3. Philip Kotler; Principles of Marketing; PHI
4. Rajagopal; Marketing Management: Text and Cases; Vikas Publishing House
5. Gandhi; Marketing a managerial Introduction TMH
6. Still,Cundiff and Govoni; Sales Management- Decision, strategy and Cases; PHI
7. Beri; Marketing Research; PHI