

Institute of Management Studies

Devi Ahilya Vishwavidyalaya, Indore

(MBA Executive) II SEM

April 2020

Batch 2019-21

SEMESTER – II

E201	Financial Management
E202	Marketing for Managers
E203	Information Management and Computers
E204	Operations Management
E205	Human Resource Management
E206	Business Environment

Institute of Management Studies

Devi Ahilya Vishwavidyalaya, Indore

(MBA Executive) II SEM

April 2020

Batch 2019-21

E201

Financial Management

Course Objective

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Financial Management.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course Contents

- Meaning and Objectives of Financial Management. Scope and Functions of Financial Management . Wealth Maximization v/s Profit Maximization. Short Term and Long Term Sources of Finance in India.
- Concept, BEP in units, BEP in Rupees, Multiproduct BEP. Margin of Safety. P/V Ratio. Relationship between Cost, Volume and Profit.
- Determination of operating leverage, financial leverage and total leverage, Leverage and Financial Distress Concept of Time Value of Money. DCF and Non DCF Methods for Evaluating Projects, Cost of Debt & Bonds, Cost of Preference Share, Cost of Equity, Weighted Average Cost of Capital.
- Net Income Approach, Net Operating Income Approach, Traditional approach, MM Approach , EBIT --- EPS Analysis.
- Dividend Theories. Factors Affecting the Dividend Policy. Alternative Forms of Dividend.
- Concept of Working Capital Determination of Working Capital and its Financing, Cash and Liquidity Management, Credit Management.
- Funds Flow Statement, Total Resource Method, Working Capital Method, Cash Method, Cash Flow Analysis.

Text Reading: Latest Editions

1. Pandey, I.M. financial Management, Vikas Publishing House, New Delhi.
2. Khan M.Y. and Jain P.K. Financial Management, Tata McGraw Hill, New Delhi.
3. Keown, Arthu J., Martin, John D., Petty, J. William and Scott, David F, Financial Management. Pearson Education.
4. Chandra, Prasanna; Financial Management TMH, New Delhi.
5. Van Horn, James C., Financial management and Policy, Prentice Hall of India.
6. Kishore, R., Financial Management, Taxmans Publishing House, New Delhi.

Institute of Management Studies

Devi Ahilya Vishwavidyalaya, Indore

(MBA Executive) II SEM

April 2020

Batch 2019-21

E-202

Marketing for Managers

Course Objective

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Marketing Management.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Questions / Case.

Course Contents

1. **Marketing Concepts:** Customer Value and Satisfaction, Customers Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value chain, scanning the Marketing Environment.
2. **Market Segmentation, Targeting, Positioning:** Market segmentations, levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, tool for competitive differentiation, developing a positioning strategy.
3. **Product Decision:** Objectives, Product classification, Product-Mix, Product life cycle strategies, equity, challenges, repositioning branding, introduction and factors contributing the growth of packaging, introduction of labeling.
4. **Pricing Decision:** Factors affecting price, pricing methods and strategies.
5. **Distribution Decisions:** Importance and Functions of Distribution Channel, Considerations in Distribution Channel Decisions, Distribution Channel Members.
6. **Promotion Decisions:** A view of Communication Process, developing effective communication, Promotion-Mix elements.
7. **Emerging Trends in Marketing:** An introduction to Internet Marketing, Multi level Marketing, and Introduction of CRM & EVENT marketing.

Text Readings

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileswar Jha, "**Marketing Management**": **A South Asian Perspective**, 13th edition New Delhi: Pearson Education
2. V.S.Ramasamy & Namakumari.S, **Marketing Management**, 2011, Macmillan,
3. Debraj Dutta Mahua Dutta, **Marketing Management**, 2010, Vrinda Publication
4. Tapan K Panda, Marketing Management, Excel Books. 2010

Institute of Management Studies

Devi Ahilya Vishwavidyalaya, Indore

(MBA Executive) II SEM

April 2020

Batch 2019-21

E-203

Information Management and Computers

Course Objective

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Information Systems and Management.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Case.

Course Content

Introduction to Computer :

Hardware: Input / output devices, storage devices and memory. Software: System and Application Software, Compilers, Interpreters and Assemblers. Computer Languages: Levels of languages, generation and their features. Program designing steps algorithm, Flowchart Number System: Introduction to number system, binary, decimal, hexadecimal number system.

Overview of Operating System : Different of OS , Commands and Function (MSDOS, Windows ,UNIX/Linux)

Internet: Concepts & Services, Hardware and software requirements, type of Internet connections and application

Computer Network Overview : Computer Network and its application , LAN , MAN , WAN different types of Network topology, Different types of Media used for networking

Introduction to Information Systems: Overview Information Systems , A Business Information System, Information Processing Concepts, Architecture, Importance, Business and External Environment. Benefits of IT, Types of Information Processing Systems: Overview of Major Types of Systems: Transaction Processing Systems(TPS),Office Automation Systems, ERP, DSS, CRM, SCM, Management Information Systems, Decision Support Systems,

Overview of E-Commerce : Different type of Model and application , E-payment system System Analysis and Design: **The Systems Development Life Cycle: The SDLC – , SDLC Environment , Recognition of Need, Feasibility Study, Analysis, Design, Implementation, Different types of manpower used for SDLC design (Manager, System Analyst, Developer etc) System Planning and Initial Investigation, Information Gathering, The Tools of Structured Analysis - DFDs, Data dictionary, Decision Trees, and Decision Tables, Feasibility Study. System Design: The Process Stage of Systems Design, Input / Output and Form Design, File Organization and Data Base Design, Program Design.**

Institute of Management Studies

Devi Ahilya Vishwavidyalaya, Indore

(MBA Executive) II SEM

April 2020

Batch 2019-21

Text Reading: Latest Edition

1. Muneesh Kumar, “**Business Information Systems**”, Vikas Publishing House Pvt. Ltd., New Delhi.
2. James A. O’Brien, “**Management Information Systems**”, Galgotia Publications Pvt. Ltd., New Delhi.
3. Elias M. Awad, “**System Analysis and Design**”, Galgotia Publishing Pvt. Ltd., New Delhi.

Suggested Readings: Latest Edition

1. Dr. Niranjana Shrivastava , “ **Computer Application in Management** “,Wiley India Pvt. Limited, Dreamtechpress publication , New Delhi
2. S. Jaiswal, “**Information Technology Today**”, Galgotia Publications Pvt. Ltd., New Delhi.
3. Alexis Leon & Mathews Leon, “**Fundamentals of Information Technology**”, Vikas Publishing House Pvt. Ltd., New Delhi.

Institute of Management Studies

Devi Ahilya Vishwavidyalaya, Indore

(MBA Executive) II SEM

April 2020

Batch 2019-21

E-204

Operations Management

Objective:

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Production and operation management.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course Content

Operations Management- Introduction to function, historical evaluation of production and operation management, manufacturing v/s service, operational decision making, productivity, quality v/s cost; services growth, global competition, operation management as a competitive weapon.

Capacity location and layout – capacity planning, measures, facilities location, managerial challenges, Facility layout. Production systems

Forecasting: Need, demand forecasting, forecasting variables, opinion and judgmental methods, Delphi, moving average, exponential smoothening, regression etc. applications

Aggregate planning and Master Scheduling for production system, planning process and strategies for developing aggregate planning.

Materials Management – Purchasing system and procedures. Inventory management, stores, standardization codification variety reduction.

Quality- Introduction, development, Quality control, quality assurances, statistical quality control, Variables, attributes, Control charts, total quality management.

Supply Chain Management: overview of ERP, supply chain management, JIT, KANBAN, Suppliers selection, service quality and customer satisfaction.

Text Reading:

1. Upendra Kachru **Production and Operation Management**, Excel Books. 2010
2. Mahadevan, **Operations Management**, Pearson Education
3. Charry, **Production & Operations Management**, Tata MG. Hills

Institute of Management Studies

Devi Ahilya Vishwavidyalaya, Indore

(MBA Executive) II SEM

April 2020

Batch 2019-21

E-205

Human Resource Management

Course Objective

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Human Resource and its management.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Case.

Course Content

The Field of HRM- An Overview, Concept and Functions, Organization of HR Department, Personnel Policies and Principles.

Acquisition of Human Resources- Human Resource Planning, Job Analysis and Design, Recruitment, Selection, Orientation and Placement.

Development of Human Resources- Training and Development, Performance Appraisal.

Maintenance of Human Resources- Job Evaluation, Designing and Administering the Wage and Salary Structure, Designing Incentives and Benefits

Separation Processes- Promotions, Transfers and Separations

Ethics-Ethical issues in Human Resource Management

Text Text Reading:

1 VSP Rao, **Human Resource Management**, Excel Books. 2010

2. Aswathappa:**Human Resource and Personnel Management**, Tata Mac Graw

Institute of Management Studies

Devi Ahilya Vishwavidyalaya, Indore

(MBA Executive) II SEM

April 2020

Batch 2019-21

E-206

Business Environment

Course Objective

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Business Environment.

Examination Scheme:

Internal Marks will be awarded out of a maximum of 40 marks. End semester examination will be of 60 marks and contained 7- 8 Theory Question / Numerical / Case.

Course Content

Business Environment- Introduction, importance, economic and political environment, Technological and Demographical environment, problems of growth.

Business and Society- Introduction, social responsibility of business, need for social responsibility, customer rights, corporate governance.

Economic Policies -Planning in India introduction objectives, planning commission, industrial policies and licensing introduction to monetary and fiscal policy, export and import policy.

Global Environment - Globalization, concepts, India & globalization assessment of globalization international environment, (GATT, WTO & liberalization, foreign investment).

Text Reading:

1. Aswathappa k, **Essentials of Business environment**, Himalaya Publishing house.
2. Vivek Mital **Business Environment**, Excel Books. 2010