

TEACHING PLAN FORMAT
Devi Ahilya Vishwavidyalaya, Indore, India
2013 – 14

Course Code and Title	814 Principles and Practices of Management and Organisational Behavior
Credit Hours	40
Faculty	Dr. Akanksha Singhi
E-mail Id	

- **Course Overview:** This paper covers the total working environment in the organisation. A student who is supposed to be a future manager must know the functioning of the organisation which is covered in principles and practices of management. For carrying out the management activities people are required who are human beings. And to get work done through people, understanding their behaviour is important which is covered in the organisational behaviour.
- **Learning Outcomes:** Overall management competency is essential in this competitive corporate environment. To be a successful entrepreneur one must have analytical skills, management skill and technical skills. Most important is to manage people. This paper gives the understanding of functioning of organisation as well as understanding the behaviour of people in the organisation. Motivation, learning and leadership theories give the understanding of handling people according to their behaviour. Planning, organising, control of management gives the understanding of operations of a management system.
- **Pedagogy:** Mainly class lectures were taken to get the concepts understand by the students as they come from various streams at graduation level. Power point presentations of some topics such as management theories, learning theories were given. case studies are must to understand the real examples and hence are been the part of course curriculum.
- **Examination Scheme:**

Assessment Components	% Weightage
External	60%(60/100 marks)
Internal 1	20%(20 marks)
Internal 2	20%(20 marks)
Internal 3	20%(20 marks)

The evaluation part consists of 60 marks of external examination and 40 marks of internal examination. Three internal examinations are conducted out of which 2 best are taken.

Assignments/Projects/Exercises	% Weightage
In the third internal assignments can be given or practical exercise can be given which are going to be equivalent to one of the internal test	20%

- **Text Books:**

Harold Knootz, Donnell and Heinz Wehrich, "Essentials of management", New Delhi, Tata McGraw Hill Publication

L M Prasad, "Organisational Behaviour" Sultan Chand & Sons Fifth edition

Robbins "Fundamentals of Management" 8th edition. Pearson's education

Ashwathapa, "Organisational Behaviour", Himalaya Publication

- **Reference Books:**

Fred Luthans, "Organizational Behaviour", New York, McGraw Hill

Robert Krietner, "Management", Houghton Mifflin Co, 7th edition 1994.

Robbins Coulter, "Management", Pearson Education, 12th edition.

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
4	1. Introductory: Concept of management including functions of management, functions and responsibilities of managers, Fayol's principles of management. Management thought; the classical school, the human relations school, Systems theory school, Contingency theory school,	
3	2. Planning: Nature and purpose of planning including strategic planning, principles of planning, Types of Planning, Advantages and Limitations of planning.	

3	3. Concept and nature of Objectives: Types of objectives, Importance of objectives, setting objectives, Management by objectives	
5	4. Strategies and Policies: Concept of corporate strategy, formulation of strategy, types of strategies, TOWS matrix, the Portfolio matrix, three generic competitive strategies by Porter, effective implementation of strategies, types of policies, principles of formulation of policies, Decision making	
7	5. Organizing: Nature and purpose of organizing, Bases of Departmentation, Span of management, Line and Staff relationship, Line-staff conflict, delegation, kinds of delegation, Delegation and Decentralization, Methods of Decentralization	
2	6. Control: Concept and process of control, Control techniques, human aspects of control, control as a feedback system, Feed forward control, Preventive control	
4	7. Foundations of Individual and Organizational Behavior: OB Models, Personality Determinants and Attributes, Learning and Learning Theories, Perception-Factors affecting Perception.	
3	8. Motivation: Needs, Contents and Processes; Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Reinforcement Theory.	
3	9. Foundations of Group Behavior: Defining and Classifying Groups, Group Structure and Processes, Process of Group formation, Group Decision Making, Group v/s Team, Team Effectiveness, and Decision Making.	
3	10. Leadership: Trait theories, Behavioral theories-- Ohio State Studies, Michigan Studies, and Managerial Grid. Contingency theories-- Fiedler's Model, Hersey and Blanchard's Situational theory, Leader-Member Exchange theory, Path Goal theory, Charismatic Leadership.	
3	11. Conflict & Organizational Change: Interpersonal Conflict, Inter group Conflict, Organizational Conflict, forces of Change, Resistance to Change	

- **Additional Resources / Web links:**

**e-book available- 1. Management briefs- Coleman Patterson
2. Management basics- Susan Quinn**

Course Code and Title	814A IT for Manager (Inter Disciplinary)
Credit Hours	40
Faculty	Rachana Jain
E-mail Id	Rachana.soe@gmail.com

Course Overview : (Write about nature, relevance, scope, coverage, and applications of the course)

Information technology is related to studying, designing and developing information related to computers. Importance of information technology in educational sector is well-known. It helps the students in studying the course material easily because of fast access. Studying the subjects with the help of online libraries and dictionaries has made grasping and increasing the knowledge easy for the students. It has helped them in grasping the subject well and getting their basics cleared.

Importance of IT in management is quite significant. It helps the managers in adapting to the new business processes and to predict the possible impact of new technologies. The managers can benefit from the efficiently prepared computer packages and the electronically stored confidential information. With just a single click of the mouse, they can have the relevant information in front of their screen.

Learning Outcomes: (State learning outcomes in terms of knowledge, skills, understanding, applications, and competencies for students)

The objective of this paper is to understand basic knowledge of computers, applications of various information tools and basics of electronic-business to proceed with IT adopted in the business. It also includes topic related management information system indicating integration of managerial skills with the computer generated information.

Pedagogy: (Mention various teaching methods such as lecture, case studies, power point presentations, field assignments etc.)

Lectures equipped with power point presentations for emerging topics such as V Generation Computers, virtual reality, GPS, GIS, Mobile technology – 1G, 2G, 3G, 4G. Wi-fi, Bluetooth. Along with case studies on different topics such as working of Information system in business organizations, working of e- markets, e-business.

Examination Scheme:

Assessment Components	% Weightage
External	60 %
Internal 1	20%
Internal 2	20%

Internal 3(Best of two are evaluated)	20%
Computer viva	20%

Assignments/Projects/Exercises	% Weightage
Assignment questions at the end of each topic. Assignments based on real time applications of various topic such as e-business, MIS in any organization.	20%

- **Text Books:**

- Computer Fundamentals – P.K.Sinha, , BPB Publisher
- A First Course in Computer – Sanjay Saxena, Vikas Publishing House Pvt. Ltd
- Computer Systems & Applications – Rustam Shroff, Himalaya Publishing House
- Computer Netware—K.K.Koli, Nakoda publication & Print ltd
- Introduction to Computers – N.Subramanium , Tata McGraw Hill Publication .
- DataBase Management System – Korth.
- Management Information System—Kenneth c. Laudon, Jane P. Laudon, Pearson education.
- Management Information System—D.P Goyal, Macmillan India Ltd.

- **Reference Books:**

- e-Business—Michael P. Papazoglou, Pieter M. A. Ribbers, Wiley Computer Publishing.
- System analysis & design—Elias .M. Awad, Galgotia Publication Pvt. Ltd.

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
5	1. Anatomy of Computer, Hardware & Software concepts, Types of Software – Operating system program language translator, communication software, Applicant software.	2
2	Networking – definition, need, types & applications, networking hardware – hub, router, bridge.	2

6	Data Base Management System Introduction – Data, Database management system purpose of database management system, Data abstraction, Instances and schemas, data-independence physical data independence, logical data independence, Data Model – Hierarchical, Network,	2
3	Relational. Introduction to relational approach – Tuple, Attribute, Domain, Degree, Relation.	2
1	System Concept: Definition, characteristics of system, Elements of system, Types of system.	2
5	Introduction to MIS: Characteristics of MIS, Structure of MIS, based on – management activity, organizational functions, Conceptual structure.	3
5	System development life cycle – feasibility study analysis, design, implementation, maintenance, Approaches of MIS development programmed & non-programmed decisions, decision support system.	2
2	Securing Information System, Tools & technologies for security	2
5	E-Business fundamentals, E-Business framework, E-Business applications, EBusiness markets, EBusiness models and market space characteristics ordering online Advertisement and marketing on Internet, offering customer product on the net.	4
6	Introduction to IT and its development – V Generation Computers, virtual reality, GPS, GIS, Mobile technology – 1G, 2G, 3G, 4G. Wi-fi, Bluetooth.	5

- **Additional Resources / Web links:**

- <http://my.safaribooksonline.com/book/information-technology-and-software-development>
- <http://www.paolocoletti.it/books/basiccomputer.pdf>
- <http://www.anzaq.com/2013/05/download-computer-fundamentals-pk-sinha.html>

- http://vfu.bg/en/e-Learning/Computer-Basics--computer_basics2.pdf
- http://en.wikibooks.org/wiki/Computers_for_Beginners/The_Basics
- <http://www.nios.ac.in/media/documents/sec229new/Lesson%201.pdf>

Course Code and Title	831 Strategic management
Credit Hours	40
Faculty	Dr. Akanksha Singhi
E-mail Id	

- **Course Overview:** The strategic management is related to the formation and execution of strategies in the organisation. It is an important subject for the management students as it covers the environmental realities of the competitive world. Students can learn the ways and tools to operate and survive in the market competition
- **Learning Outcomes:** - Development of appropriate organisational policies and strategies within a changing context to meet stakeholder interests. Learning the key tools and techniques for the analysis and design of information systems, including their human and organisational as technical aspect. Learn to implement the information systems as they relate to organisational contexts and how to learn from failure
- **Pedagogy:** Mainly class lectures were taken to get the concepts understand by the students. Power point presentations of some topics such as SAP, ETOP, and BCG Matrix were given. Case studies are must to understand the real examples and hence are been the part of course curriculum.
- **Examination Scheme:**

Assessment Components	% Weightage
External	60%(60/100 marks))
Internal 1	20%(20 marks)
Internal 2	20%(20 marks)
Internal 3	20%(20 marks)

The evaluation part consists of 60 marks of external examination and 40 marks of internals examination. Three internals are conducted out of which 2 best are taken.

Assignments/Projects/Exercises	% Weightage
In the third internal assignments can be given or practical exercise can be given which are going to be equivalent to one of the internal test	20%

Text Books :

Strategic Management – V.S.Rao , Excel Books
 Business Policy and Strategic Management-- Lawrance , Jaush & Gupta,
 Trenice Barota &Co. Ltd.
 Strategic Management & Business Policy ---,Kazmi Azhar , Tata
 McGraw Hill

- **Reference Books:**

**Strategic Management Text & Cases -- Boseman G. and Phatak Arvind:
 John Wiley & Sons**

Strategic Management 14th edition, by Fred R David

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases	
4	1. Meaning need and Process of strategic management; Approaches to Strategy making: Rational, Analytical and Intuitive Levels of strategy: Corporate, SBU and functional strategies. Decision Roles of a manager.		
3	2. Mission and objectives: Definition, formulation and change Hierarchy of objectives		
4	3. SWOT analysis – Analysis of external and internal environment. Environmental Threat and opportunities profile (ETOP) Strategic Advantage Profile (SAP)		

12	<p>4. STRATEGY ALTERNATIVES Grand Strategies and their sub-strategies; Stability, Expansion, Retrenchment and Combination; Internal and External Alternatives; Related and Unrelated Alternatives; Horizontal and Vertical Alternatives; Active and Passive Alternatives; International Strategy Variations;</p>	
8	<p>5. STRATEGY CHOICE Narrowing the choices; Managerial Choice Factors, Choice Processes - Gap Analysis, ETOP-SAP Matching, BCG Product; Portfolio Matrix, G E Nine Cell Planning Grid; Contingency Strategies; Prescriptions for choice of Business Strategy; Choosing International Strategies.</p>	
5	<p>6. STRATEGY IMPLEMENTATION Implementation Process; Resource Allocation; Organizational Implementation ; Plan and Policy Implementation; Leadership Implementation; Implementing Strategy in International Setting.</p>	
4	<p>7. STRATEGY EVALUATION AND CONTROL Control and Evaluation Process; Motivation to Evaluate; Criteria for Evaluation; Measuring and Feedback; Evaluation and Corrective Action.</p>	

- **Additional Resources / Web links:**

e-book available- Strategic Management- Neil Ritson

Course Code and Title	833(A) International Marketing
Credit Hours	40
Faculty	Dr. Akanksha Singhi
E-mail Id	

- **Course Overview:** International marketing enhances the domestic competitiveness. It takes advantage of international trade technology and increase sales and profits. It also extends sales potential of existing products and reduces dependence on existing market. With it international marketing also helps in stabilizing the seasonal market fluctuation.
- **Learning Outcomes:** Understand and assess the challenges of turbulent business environment. Critically analysing international business opportunities Understanding the process and complexities associated with the implementation of international marketing program.
- **Pedagogy:** Practical assignment related to different nations environment, class lectures and case studies and class discussions.
- **Examination Scheme:**

Assessment Components	% Weightage
External	60%(60/100 marks)
Internal 1	20%(20 marks)
Internal 2	20%(20 marks)
Internal 3	20%(20 marks)

The evaluation part consists of 60 marks of external examination and 40 marks of internals examination. Three internals are conducted out of which 2 best are taken.

Assignments/Projects/Exercises	% Weightage
In the third internal assignments can be given or practical exercise can be given which are going to be equivalent to one of the internal test	20%

- **Text Books:**

International Marketing Analysis and Strategy – OnkVisit Sak John J. Shaw
Pearson Education
International Marketing Management – Subhash Jain, CBS Publishing &
Distribution.

- **Reference Books:**

International Marketing with PowerWeb by Philip R. Cateora, John Graham,
Hardcover, Publisher: McGraw-Hill/Irwin
Global Marketing (3rd Edition) by Warren J. Keegan, Mark Green, Paperback:
666 pages, Publisher: Prentice Hal

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
8	1. International Marketing environment, economic, cultural, legal, technological and political	
6	2. Process of entering international marketing management, Decision criteria for entry methods in the international market and the various entry methods for the international market	
5	3. Product policy decisions, Product Standardization and Product Adaptation. Packaging, Labeling and Positioning	
3	4. New product development, Adoption and Diffusion of new products, Product line extensions, International product life cycle.	
5	5. Managing Foreign Distribution--- through distributors and through firm's presence in the international market, Types of intermediaries ---- Direct and Indirect Channel, Channel Adaptation, Channel Development.	
3	6. Physical distribution – Modes of transportation	
4	7. Export pricing-Objectives, Frame work of international pricing, Factors Gray market, Price escalation, Foreign exchange risk, transfer pricing	
6	8. International Promotion, Branding ,Role of Advertising, advertising decisions taken for international market, Personal selling, Sales promotion, public relations and trade shows.	

- **Additional Resources / Web links:**

**e-book available- International Marketing- Philip Cateora,
Mary Gill and John Abraham- 15th edition**

Course Code and Title	811C - Business Finance and Accounting
Credit Hours	40 Hours
Faculty	Dr. Mrs. Vidya Telang
E-mail Id	vidya.telang@gmail.com

- **Course Overview : (Write about nature, relevance, scope, coverage, and applications of the course)**

The objective of this paper is to go through the financial concepts and understand the techniques to manage the finance for the organization. The terminology used in accounting emanates from the subject of Business Accounting. Before the students are taught about the basic and details of finance, it is imperative to make them understand the basic terminology used in these subjects. Also the information required to take financial decisions is available majorly in the accounting and financial statements. Thus it is important for the students specializing in Finance to understand as to how the accounting information is prepared, maintained and read. Without studying the basics and language of accounting it is difficult to understand the fineries and intricacies of financial decision making.

- **Learning Outcomes: (State learning outcomes in terms of knowledge, skills, understanding, applications, and competencies for students)**

The students are introduced to the basic terminology of double-entry book-keeping and its principles. Thus it prepares a ground for the students to understand the various types of problems faced in taking financial decisions and how to deal with them in everyday situations. This subject enables them to make use of accounting information and the techniques which are used in analysing the information.

- **Pedagogy: (Mention various teaching methods such as lecture, case studies, power point presentations, field assignments etc.)**

The various teaching methods include oral lectures, blackboard teaching, power point presentations etc. Since the subject is majorly numerical in nature most of the teaching involves solving numerical problems related to recording of transactions and preparation of final accounting statements etc. Because of the conceptual nature of the subject, the

theoretical base of the students also needs to be strengthened which makes imparting oral lectures, explanations and thorough discussion of the topic very necessary.

- **Examination Scheme:**

Assessment Components	% Weightage
External	60
Internal 1	20*
Internal 2	20*
Internal 3	20*

***The best two of the three internal tests are taken giving a combined weightage of 40% for the internals.**

Assignments/Projects/Exercises	% Weightage
The assignments and projects/exercises, overall class participation etc. are evaluated on a continuous basis and a final assessment is done for the third internal.	20 (included as a part of the third internal)

Text Books/Reference Books:

1. Advanced Accountancy- Vol I , R.L. Gupta & Radhaswamy, Sulltan Chand & Sons, New Delhi
 2. Double entry Book keeping and Accountancy, T. S. Grewal, Sultan Chand & Sons, New Delhi.
 3. Comprehensive Financial Accounting , S.A Siddique, Laxmi Publications,
 4. Financial Management -- Khan & Jain, Tata McGraw Hill Publication.
 5. Financial Management-- I.M. Pandey., Vikas Publishing House Pvt. Ltd.
 6. Financial Management-- Prassanna Chandra, Tata Mc Graw Hill Publication.
 7. Financial Management -- Maheshwari, Sultanchand \$ Sons.
- *The students are advised to refer the latest editions of the books to remain updated about the latest introductions in the books.*

Session Plan:

Sessions(Hours)	Topics	Chapters/ Readings / Study Material / Cases
7	1. Introduction to Financial Accounting - Meaning & function of Accounting; Generally accepted Accounting Concepts & Conventions; Nature of Accounts; Rules for Debiting & Crediting; Journalizing the transactions; Posting from the Journal to the Ledger & Preparation of Trial Balance.	Discussion on meaning of Financial Accounting, journalisation rules, classification of accounts, ledger, trial balance. Solved practical examples and illustrations on the above topics and given assignments.
9	2. Final Accounts - Preparation of financial Statements – Trading, Profit & Loss Account, and Balance Sheet with the help of Adjustment Entries.	Discussion and explanation of the entire process of preparation of final accounts along with adjustments. Solved numerical problems related to final accounts and given assignments.
5	3. Depreciation – Meaning and Need, Methods of Charging depreciation – Straight Line Method; WDV Method; Accounting for depreciation in the Books of Account.	Discussion and explanation of the topic and solving of numerical problems on various methods of charging depreciation. Class assignments given by extempore creation of problems.

8	<p>4. Analysis and Interpreting of the Financial Statements – Financial Ratio Analysis- Liquidity Ratios- Current Ratio, Quick ratio, Profitability Ratios – GP ratio, NP ratio, Operating Ratio, ROI, ROE, ROA, EPS, DPS, Dividend Pay Out Ratio, Price Earnings Ratio, Earnings yield Ratio, Turnover Ratios – Stock Turnover Ratio, Debtors Turnover Ratio, Creditors Turnover Ratio, Capital Turnover Ratio, fixed assets turnover, current assets turnover. Solvency Ratio – Debt-equity Ratio, Capital Gearing Ratio, Interest Coverage Ratio, Debt Service Coverage Ratio, Building An Income Statement and Balance sheet</p>	<p>Discussion and explanation of the topic on financial ratios. Study of various ratios related to Liquidity, Solvency, Turnover and Profitability. Solving of numerical questions on ratios and building a balance sheet and income statement with the help of ratios. Class assignments given and discussed.</p>
4	<p>5. Fund flow statement - Meaning, uses and preparation.</p>	<p>Discussion and explanation of the topic and solving of numerical problems related to preparation of Statement of Working capital changes, Funds from operations, Funds flow statement.</p>
5	<p>6. Cash Flow statement (AS-3) – Meaning, uses and preparation</p>	<p>Discussion and explanation of the topic and solving of numerical problems related to preparation of cash flow statement as per AS-3 under various activities such as operating, investing and financing.</p>
2	<p>7. Introduction to Cost Accounts – Meaning, Objectives, Difference between cost Accounts and Financial Accounts, Elements of Cost.</p>	<p>Discussion and explanation of the topic. Self made notes provided to students.</p>

Assignment	8. Analysis of financial statements of any public limited company.	Given to students as an assignment where they have to analyse the financial statements of a public limited company to have a practical insight into ratio analysis.
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- **Additional Resources / Web links:**

The students are provided with notes, extra questions for practice wherever deemed necessary. They are also advised to look up on the other web resources for extra knowledge.

Course Code and Title	835B - Cost and Management Accounting
Credit Hours	40
Faculty	Dr. Mrs. Vidya Telang
E-mail Id	vidya.telang@gmail.com

- **Course Overview : (Write about nature, relevance, scope, coverage, and applications of the course)**

The objective of this paper is to provide knowledge about Cost & Management accounting, its techniques and cost control. Earning profit by business organisations is essential for its survival, growth and expansion. Maximisation of profit is the ultimate economic objective of any business venture and in competitive times such as today when fixation of selling is no more a prerogative of the seller, profits can be maximised only through cost cutting and cost control. This subject has been included in the curriculum to make the students knowledgeable about the most important element of manufacturing i.e. Cost and how it can be used for managerial decision-making.

- **Learning Outcomes: (State learning outcomes in terms of knowledge, skills, understanding, applications, and competencies for students)**

The students are exposed to various cost control techniques such as Marginal costing, Budgetary Control and Standard Costing etc. Marginal Costing and Cost-Volume-Profit Analysis helps the students to understand the difference in the behaviour of Variable and Fixed costs and how to make use of this fact in generating maximum profit during the short period. The practical implications helps them to take decisions related to make or buy, fixation of selling price, filling up a tender or quotation, tapping of foreign markets etc. The

syllabus also includes preparing budgets related to Cash, Sales, Production etc. which are an important aspect of managerial planning functions. Standard costing helps them to understand Variance Analysis for better cost control.

- **Pedagogy: (Mention various teaching methods such as lecture, case studies, power point presentations, field assignments etc.)**

The various teaching methods include oral lectures, blackboard teaching, power point presentations etc. Since the subject is majorly numerical in nature most of the teaching involves solving numerical problems related to the various topics such as Process Costing, preparation of Cost Sheet and application based questions on Marginal costing and CVP analysis, Standard costing and Budgetary control. Because of the conceptual nature of the subject, the theoretical base of the students also needs to be strengthened which makes imparting oral lectures, explanations and thorough discussion of the topic very necessary.

- **Examination Scheme:**

Assessment Components	% Weightage
External	60
Internal 1	20*
Internal 2	20*
Internal 3	20*

Assignments/Projects/Exercises	% Weightage
The assignments and projects/exercises, overall class participation etc. are evaluated on a continuous basis and a final assessment is done for the third internal.	20 (included as a part of the third internal)

***The best two of the three internal tests are taken giving a combined weightage of 40% for the internals.**

9. Text Books/ Reference Books:

1. M.L.Singhai: Cost Accounts– Universal Publication,Agra
2. Sanjay Mehta & Prof. Mukesh Brahmhatt Cost Accounting: - Devi Ahilya Prakhn.
3. M.C. Shukla, T.S.Grewal and M.P.Gupta: Cost Accounting – Text and Problems, S.Chand & Co., New Delhi.
4. Ravi M. Kishore: Cost Accounting and Financial Management, Taxman Allied Services (P) Ltd., New Delhi.
- 5.Jawahar Lal and Seema Srivastava: Cost Accounting – Tata McGraw Hill Publication.

- *The students are advised to refer the latest editions of the books to remain updated about the latest introductions in the books.*

Session Plan:

Sessions (Hours)	Topics	Chapters/ Readings / Study Material / Cases
8	1. Meaning of Cost accounting, significance & importance, Difference in Cost and Financial Accounting , Preparation of Cost Sheet.	Discussion and explanation of the topic. Self made notes provided to students.
8	2. Process Accounts joint and bye product accounting, Normal and Abnormal Losses.	Discussion and explanation of the topic. Solved numerical illustrations related to preparation of Process Accounts, treatment of process losses-normal and abnormal loss, abnormal effectiveness, joint products and bye-products and their treatment in cost accounts. Given assignments.
4	3. Marginal costing and Break even analysis, Cost volume, Profit analysis.	Discussion and explanation of the topic. Solved numerical illustrations related to Break Even analysis, CVP analysis and its application in management. Encouraged the students to discuss the numerical cases in the class and justify their decisions on the basis of their solutions.

6	4. Alternatives choice decisions. Make or buy sell, fixing a selling price, profit planning, process further operate or shutdown, Special orders.	Discussion and explanation of the topic. Solved numerical illustrations related to fixation of selling price, profit planning, tapping the foreign markets etc. and its application in management. Encouraged the students to discuss the numerical cases in the class and justify their decisions on the basis of their solutions. Assignments given.
6	5. Budgetary control: Concept, Advantages and types, Sales budget, Production Budget, Cash Budget, concept of Zero based budgeting	Discussion and explanation of the topic and preparation of various types of budgets such as sales, purchase, production, flexible and Cash etc.
8	6. Standard costing and variances analysis, meaning, concept and advantages material and labour variances.	Discussion and explanation of the topic and solving of numerical problems related to material, labour and overhead variances. Assignments given.

- **Additional Resources / Web links:**

The students are provided with notes, extra questions for practice wherever deemed necessary. They are also advised to look up on the other web resources for extra knowledge.

Course Code and Title	814A IT for Manager (Inter Disciplinary)
Credit Hours	40
Faculty	Rachana Jain
E-mail Id	Rachana.soe@gmail.com

Course Overview : (Write about nature, relevance, scope, coverage, and applications of the course)

Information technology is related to studying, designing and developing information related to computers. Importance of information technology in educational sector is well-known. It helps the students in studying the course material easily because of fast access. Studying the subjects with the help of online libraries and dictionaries has made grasping and increasing the knowledge easy for the students. It has helped them in grasping the subject well and getting their basics cleared.

Importance of IT in management is quite significant. It helps the managers in adapting to the new business processes and to predict the possible impact of new technologies. The managers can benefit from the efficiently prepared computer packages and the electronically stored confidential information. With just a single click of the mouse, they can have the relevant information in front of their screen.

Learning Outcomes: (State learning outcomes in terms of knowledge, skills, understanding, applications, and competencies for students)

The objective of this paper is to understand basic knowledge of computers, applications of various information tools and basics of electronic-business to proceed with IT adopted in the business. It also includes topic related management information system indicating integration of managerial skills with the computer generated information.

Pedagogy: (Mention various teaching methods such as lecture, case studies, power point presentations, field assignments etc.)

Lectures equipped with power point presentations for emerging topics such as V Generation Computers, virtual reality, GPS, GIS, Mobile technology – 1G, 2G, 3G, 4G. Wi-fi, Bluetooth. Along with case studies on different topics such as working of Information system in business organizations, working of e- markets, e-business.

Examination Scheme:

Assessment Components	% Weightage
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Internal 3(Best of two are evaluated)	20%

Computer viva	20%
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Assignments/Projects/Exercises	% Weightage
Assignment questions at the end of each topic. Assignments based on real time applications of various topic such as e-business, MIS in any organization.	20%

- **Text Books:**

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- A First Course in Computer – Sanjay Saxena, Vikas Publishing House Pvt. Ltd
- Computer Systems & Applications – Rustam Shroff, Himalaya Publishing House
- Computer Netware—K.K.Koli, Nakoda publication & Print ltd
- Introduction to Computers – N.Subramanium , Tata McGraw Hill Publication .
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- Management Information System—Kenneth c. Laudon,Jane P. Laudon,Pearson education.
- Management Information System—D.P Goyal,Macmillan India Ltd.

- **Reference Books:**

- e-Business—Michael P.Papazoglou, Pieter M.A. Ribbers, Wley Computer Publishing.
- System analysis & design—Elias .M.Awad, Galgotia Publication Pvt.Ltd.

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
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2	Networking – definition, need, types & applications, networking hardware – hub, router, bridge.	2

6	Data Base Management System Introduction – Data, Database management system purpose of database management system, Data abstraction, Instances and schemas, data-independence physical data independence, logical data independence, Data Model – Hierarchical, Network,	2
3	Relational. Introduction to relational approach – Tuple, Attribute, Domain, Degree, Relation.	2
1	System Concept: Definition, characteristics of system, Elements of system, Types of system.	2
5	Introduction to MIS: Characteristics of MIS, Structure of MIS, based on – management activity, organizational functions, Conceptual structure.	3
5	System development life cycle – feasibility study analysis, design, implementation, maintenance, Approaches of MIS development programmed & non-programmed decisions, decision support system.	2
2	Securing Information System, Tools & technologies for security	2
5	E-Business fundamentals, E-Business framework, E-Business applications, EBusiness markets, EBusiness models and market space characteristics ordering online Advertisement and marketing on Internet, offering customer product on the net.	4
6	Introduction to IT and its development – V Generation Computers, virtual reality, GPS, GIS, Mobile technology – 1G, 2G, 3G, 4G. Wi-fi, Bluetooth.	5

- **Additional Resources / Web links:**

Course Code and Title	836B: Security Analysis & Portfolio Management
Credit Hours	43
Faculty	Dinesh Bargale
E-mail Id	Dineshbargale03@gmail.com

- **Course Overview :** (This subject focus on analysis of various financial securities, various financial investment instrument and group of securities called Portfolio)
- **Learning Outcomes:** (after going through this subject students can make the various investment portfolios for themselves and for others to. An they come to know the mechanism of various portfolios)
- **Pedagogy:** (teaching Methodology in the class room are lectures, case study, power point presentation and 1 guest lecture)
- **Examination Scheme:**

Assessment Components	% Weightage
External	60
Internal 1	20
Internal 2	20
Internal 3	20

**Best of two internal marks will be considered.*

Assignments/Projects/Exercises	% Weightage
Assignments	50
Exercise	50

- **Text Books:**
 - Security analysis and Portfolio Management By Dharmesh Khatri .
 - Security analysis and Portfolio Management By Dharmesh Khatri by Punitvarthi Pandyan.
 - Security analysis and Portfolio Management By Dharmesh Khatri by D.E. Fischer
- **Reference Books:**
 - Investment Analysis and Portfolio Management by Prasanna Chandra
 - Security analysis and Portfolio Management by V. K. Bhalla

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
1	Introduction of SAPM	1
2	Concept of Investment, Investment verses Speculation	
3	Financial and Economic Aspect of Investment, Types, Characteristics and Objectives of Investment.	
4	Risk Return: Concept of Risk and Return	2
5	Systematic and Unsystematic Risk,	
6	Multifactor model of Risk and return	
7	Exercise (Numerical)	
8	Efficient capital markets, Concept of Beta,	
9	Capital Assets Pricing Model,	
10	Exercise (Numerical)	
11	Exercise (Numerical)	
12	SML and CML Valuations	
13	SML and CML Valuations	
14	Exercise (Numerical)	3
15	Valuation of Securities – An introduction to security valuation,	
16	Macroeconomic and Market analysis, The global asset allocation decision‘	4
17	Valuation of Bonds: PV Model,	
18	Bonds Yield, Measures Duration,	
19	Exercise (Numerical)	
20	Exercise (Numerical)	
21	Modified Duration,	
22	Immunization Conservity	
23	Exercise (Numerical)	
24	Bond Value Theorem.	
25	Security Analysis: Fundamental Analysis	
26	Security Analysis: Fundamental Analysis	
27	Security Analysis: Fundamental Analysis	
28	Exercise (Numerical)	
29	Exercise (Numerical)	
30	Technical Analysis, Dow Theory,	
31	Elliott Wave Theory, Efficient Market Theories and Testing.	6
32	Portfolio Concepts: Portfolio and Security Returns,	
33	Diversification, Markowitz Model, Sharp Index Model.	
34	Exercise (Numerical)	7
35	Factor Models and Arbitrage Pricing Theory	
36	Exercise (Numerical)	8
37	Portfolio Investment Process.	
38	Portfolio Evaluation: Measures of Returns,	9
39	Sharpe Measures.	
40	Treynor Measures.	
41	Sharpe and Treynor Measures.	

42	Exercise (Numerical)	
43	Exercise (Numerical)	

Course Code and Title	813A- Business communication and Personality development
Credit Hours	40
Faculty	Parul Kanchan
E-mail Id	Parul.kanchan@yahoo.in

- **Course Overview:** In companies growing global the need for language efficiency has increased tremendously. The course aims at providing the students with the skills of communication required in today's business environment. The coverage of the course is quite extensive thereby imparting knowledge regarding both oral and written communication.
- **Learning Outcomes:** The students progressed in terms of losing fear during public speaking, making power point presentations and delivering speeches. The students learnt the art of writing various kinds of letters making use of direct and indirect messages in relevant environment. The students enriched their vocabulary by learning few new words regularly. In short, the students started conversing in English daily and felt less afraid of the language.
- **Pedagogy:** Lectures, role plays and power point presentations were used to instil the needed knowledge. For application part students were given two major assignments; one to test oral communication and other to test written communication.
- **Examination Scheme:**

Assessment Components	% Weight age
External	60%
Internal 1	20%
Internal 2	20%
Internal 3	20%

Assignments/Projects/Exercises	% Weight age
Role Plays	-
Power point presentations	10%
Letter Writing	5%
Report Writing	5%

- **Text Books**

Essentials of Business Communication – Rajendra Pal, Sultanchand Publication, 2000

- **Reference Books:**

Business Communication – K.K.Sinha, Galgotia Publishing Company

Business Communication – Chhabra.T.N. , Sun India Publication, 2005

Business Communication-- R.K.Madhurkar, Vikas Publishing House Pvt. Limited

- **Session Plan:**

Sessions	Topics	Chapters/ Readings / Study Material / Cases
1	Communication: An overview	1/3
1	Defining Communication and need of communication	1/2/3
3	Process of communication ; Process of communication in context of corporate environment	1/2/3
1	Importance of feedback	1/2/3
2	Principles of effective communication	1/2/3
1	Importance and objectives of business communication	1/2/3
1	Factors affecting communication	1/2/3
1	Barriers to communication and their significance	1/2/3
2	Physical and Mechanical barriers to communication	1/2/3
2	Psychological barriers to communication	1/2/3
3	Effective listening : Meaning ,importance, Types and Essentials of effective listening	1/2/3
1	Development of intrapersonal and interpersonal skills for personal effectiveness	1/2/3
2	Channels of Communication: Formal Channel & Informal Channel	1/2/3
2	Forms of Communication: Verbal & Non Verbal	1/2/3
2	Types of communication: Upward/Downward/Horizontal/Lateral communication	1/2/3
1	Fundamentals of Business writing	1/2/3
1	Adaption and selection of words, construction of clear sentences and paragraphs, writing for effect	1/2/3
1	Basic patterns of Business Letters	1/2/3
1	Directness in good news and neutral situations, Indirectness in bad news and persuasive messages: different letters practise	1/2/3
1	Application letters and Sales letter writing	1/2/3
1	Letters of bank correspondence	1/2/3
1	Complaint letters	1/2/3
1	Enquiry letters, Order Delay Letters	1/2/3

1	Basics of report writing	1/2/3
1	Using reports as business tools and practise	1/2/3
1	Dealing with print and electronic media and writing a press release	1/2/3
1	Discussion on written communication : Dos and Don'ts	1/2/3
1	Resume writing	1/2/3
2	Presentation Skills and Interview skills	1/2/3

- **Additional Resources / Web links:**

Course Code and Title	811A - Micro Economics
Credit Hours	40
Faculty	Dr. Sonael Sharma
E-mail Id	sharmasonael@gmail.com

- **Course Overview : (Write about nature, relevance, scope, coverage, and applications of the course)**

- Micro economic is designed to develop the managerial skills pertaining to pricing and production. It has wide coverage relating demand, supply, production functions, and different market conditions and pricing strategies.

- **Learning Outcomes: (State learning outcomes in terms of knowledge, skills, understanding, applications, and competencies for students)**

- The objective of this paper is to develop understanding in the students about the concepts and tools of economic analysis relevant for Business Decision Making.

- **Pedagogy: (Mention various teaching methods such as lecture, case studies, power point presentations, field assignments etc.)**

- Lectures are combined with case studies to develop better understanding and application of the concepts.

- **Examination Scheme:**

Assessment Components	% Weightage
External	60 %

Internal 1	20%
Internal 2	20%
Internal 3 (best of two internals are considered)	20%

Assignments/Projects/Exercises	% Weightage
A set of Case studies for solution	20%
(Case studies listed below)	-

- **Text Books :**
 - Managerial Economics Geetika, Piyali Ghosh , Tata Mc Grawhill

- **Reference Books:**
 - Managerial Economics, H.Craig Peterson and W. Chris Lewis, Prentice Hall of India Pvt Ltd
 - Managerial Economics, Dale B Truett, Wiley India

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
2	Micro economics -Basic concepts	1
3	Types of Economic Analysis, Kinds of Economic Decisions, Application of Micro Economics.	1
7	Consumer Behavior, Utility Analysis – Cardinal & Ordinal approach, Indifference curve-concept and analysis, application of Indifference curve.	2
4	Law of Demand, Elasticity of Demand, types of elasticity of demand- price, income, cross and promotional. Consumer Surplus	2
3	Cost Curves and their Estimation, Costs in Long Run and Short Run, Break Even Analysis.	3
3	Rewards of Factor Pricing- Rent, Wages, Interest; Consumer choice under Uncertainty.	3

4	Production Function- Law of Variable Proportions, Iso-Quants, Law of Returns to Scale,	4
2	Marginal rate of technical Substitution, Economies of Scale.	4
3	Price output decisions under different forms of market structure- Perfect and Imperfect Competition.	5
3	Discrimination Monopoly, Methods of controlling Monopoly Power.	5
4	Different models of Collusive and Non-Collusive Oligopoly. Monopolistic competition and Advertising.	5
2	Product Pricing Policy – Cost based, Competition based, Cyclical, Multi-product and Peak load pricing.	6

- **Case study: (covered in class and as part of assignment)**

- State bus service: A Pricing problem for state government
- Is it possible to monopolise in the modern network age? A case of Microsoft
- Classic case of cartel formation: organization of petroleum exporting countries (OPEC)
- India Stock market: Does it explain perfect competition
- Grocery shop and law of production
- Biscuit did the trick
- Jewellery in the name of the game
- Highway blues
- Demand for McDonald

- **Additional Resources / Web links:**

- 1 Modern microeconomics, Sanjay Rode
<http://bookboon.com/en/modern-microeconomics-ebook>
- 2 Essentials of Microeconomics, Krister Ahlersten
<http://bookboon.com/en/microeconomics-uk-ebook>
- 3 Practical guidance to contemporary economics, Yuri Yevdokimov
<http://bookboon.com/en/practical-guide-to-contemporary-economics-ebook>
- 4 Managerial economics: a problem solving approach, Nick Wilkinson

Course Code and Title	832, Econometrics
Credit Hours	4
Faculty	Dr.(Mrs.) Vishakha Kutumbale
E-mail Id	vkutumble@gmail.com

- **Course Overview:** The objective of this paper is to understand the different econometrics concepts and use them in research and analysis.
- **Learning Outcomes:** It is meant to give students different analytical tools. In research and corporates it enhances their capability to give solutions analytically
- **Pedagogy:** Application based approach is used to teach the subject. MS-Excel sheet is taught and discussed with them and one of the internal tests is conducted in the computer lab. Stress is given on interpretation and inferences to be drawn from different econometric models.

- **Examination Scheme:**

Assessment Components	% Weightage
External	60
Internal 1	40, best of two is taken
Internal 2	
Internal 3	

Assignments/Projects/Exercises	% Weightage
Assignments are given to be completed on Excel sheet	50% of third internal test is on the basis of this assignment
	80% of Second internal assessment is also on the basis of performance on excel sheet

- **Text Books:**

1. Koutsoyiannis A. – Theory of Econometrics E L B S/Macmillan
2. Maddala, G.S., Econometrics Mc Graw Hill
3. Sangeetha and Gujrati – Basic Econometrics
4. Mehta & Madnani- Mathematics for Economist

- **Reference Books:**

- Rao & Miller, Applied Econometrics Prentice-Hall
Schmidt P. – Econometrics, Marcel Dekker, N.Y.

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
4	Differentiation of a function; Application of differentiation in Economic and Managerial problems like Revenue, Cost, Demand, Supply Functions, Elasticities and Maxima and Minima.	

3	Integration of a function: Application of Integration in Economic Problems, Consumer's and Producer's Surplus.	
8	Meaning and Methodology of Econometrics-Nature and Scope of Econometrics. The Nature of Regression Analysis and Basics of Two-Variable Regression Analysis. Estimation and Hypothesis Testing	
4	Extensions of the Two-variable Linear Regression Model; Multiple Regression Model, Estimation and Inference.	
6	Nature, Consequences, Detection and Remedial Measures of MultiColinearity, Heteroscedasticity and Autocorrelation.	
6	Regression on Dummy Variable, Dynamic Econometrics Models: Autoregressive and Distributed Lag Models	
6	Systems of Equations, Identification and Estimation Methods (ILS and 2SLS), Business Applications of Single Equation Econometrics Model and Systems of Equations	

- **Additional Resources / Web links:**

Course Code and Title	835(A) - Integrated Marketing Communications
Credit Hours	40 Lectures (4 lectures per week)
Faculty	Dr. M. Vasim Khan
E-mail Id	m.vasim.khan@gmail.com

Course Overview : The objective of this paper is to Understand the concept and applications of Integrated Marketing Communications and Design integrated marketing communication strategies

Learning Outcomes: After understanding the concept and applications of this paper students can develop the better promotional strategies for the companies.

Pedagogy: Teaching methods used are: lectures, case studies & power point presentations.

Examination Scheme:

Assessment Components	% Weightage
External	60
Internal 1	20
Internal 2	20
Internal 3	20
Best of two Internals are counted	

Assignments/Projects/Exercises	% Weightage
Assignments and Projects	20

- **Text Books and Reference Books:**

Belch, G. E., Belch, M. A., and Purani, Keyoor, Advertising and Promotion – An Integrated Marketing Communications Perspective, Latest Edition, Tata McGraw Hill, New Delhi

Clow, K. E. and Baack, D. (2007), Integrated Advertising, Promotion, and Marketing Communications, Pearson, New Delhi.

Shimp, T. A. (2007), Advertising and Promotion – An IMC Approach, South Western Cengage Learning, New Delhi.

Shah, K. and D’Souza, A. (2009), Advertising and Promotion – An IMC Perspective, Tata McGraw Hill, New Delhi.

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
02	An Overview of IMC & its role in marketing mix.	
02	IMC planning process	
01	Elements of IMC, Role of IMC in the marketing process	
02	Role of advertising agencies	
02	Advertising objectives & Budget	
04	Advertising Characteristics of Media, Media Mix Decisions	
01	Advertising Campaign	
03	Message design, Copy Writing	
02	Direct Marketing	
02	Interactive Marketing	
01	Internet and Interactive Media	
02	Social media and Viral Marketing	
02	Role of Sales Promotion	
03	PR process	
03	Publics and PR tools	
02	Personal selling in IMC Process	
02	Event Marketing	
04	Measuring IMC Effectiveness	

Additional Resources / Web links: case study and ppts

Course Code and Title	811E - Marketing Management
Credit Hours	40 Lectures (4 lectures per week)
Faculty	Dr. M. Vasim Khan
E-mail Id	m.vasim.khan@gmail.com

- **Course Overview :** The objective of this paper is to understand concept and applications of marketing and accordingly design the strategies for the successful operations of the organization.
- **Learning Outcomes:** After understanding the concept and applications of this paper students can develop the better marketing strategies for the companies. Also this paper will develop creative skills in the students to understand the dynamics of the competitive market and positioned distinctively.

Pedagogy: Teaching methods used are: lectures, case studies & power point presentations.

- **Examination Scheme:**

Assessment Components	% Weightage
External	60
Internal 1	20
Internal 2	20
Internal 3	20
Best of two Internals are counted	

Assignments/Projects/Exercises	% Weightage
Assignments and Projects	20

- **Text Books/ Reference Books:**

- 1.Principle of Marketing Management – Philip Kotler , Pearson Education
2. Marketing Management -S.A. Sheralkar , Himalaya Publishing House
3. Fundamentals of Marketing- William .J.Stanton , Mc Grawhill Publication
4. Marketing Management – South Asian Perspective, Kotlar , Kelkar, Koshi, and Jha., Pearson Education.

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
04	Concept of marketing. Marketing Philosophies	
02	Customer Value and Satisfaction	
01	Marketing Environment	
03	Market Segmentation	
04	Targeting and positioning	
02	Marketing Information System and Marketing Research Process	

02	Product classification	
02	Product-Mix	
03	Product life cycle	
01	Branding strategies	
01	packaging, & labeling	
04	pricing methods and strategies	
03	Distribution Decisions, Distribution Channel Members functions	
04	Promotion Decisions ,Promotion-Mix elements	
04	Marketing Strategies for Leaders, Challengers, Followers and Nichers	
01	Internet Marketing	
02	CRM & event marketing	

- **Additional Resources / Web links:** case study and ppts

Course Code and Title	826(A) - Marketing Research
Credit Hours	40 Lectures (4 lectures per week)
Faculty	Prof. Gyan Prakash
E-mail Id	rgyanp5@gmail.com

Course Overview : The objective of this paper is to know the significance of market research before launching any new business proposal.

Learning Outcomes: Students get ability to analyse the market activities those help in chalking out good marketing strategies for future.

Pedagogy: Teaching methods used are: lectures, case studies & power point presentations.

Examination Scheme:

Assessment Components	% Weightage
External	60
Internal 1	20
Internal 2	20
Internal 3	20
Best of two Internals are counted	

Assignments/Projects/Exercises	% Weightage
Assignments and Projects	20

- **Text Books and Reference Books:**

1. Marketing Research - Donald & Till Del I. Hawkins
2. Marketing Research - David J. Huck Ronald S. Tubin
3. Marketing Research - Harper W. Boyd Relph Westfall Stanley F. Stasch

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
02	Introduction to Research Methods	
02	Role and objectives of business research	
01	types of research, Research process: Overview, problems encountered by researcher	
04	. Frame work for International Marketing Research, Information requirement of International Marketers, Gathering secondary information at have secondary Research abroad. Primary data collection,	
02	Organization for International Marketing Research	
04	Research Design: Selecting research problem, defining research problem, need for research design, features of a good research design and different research designs (exploratory, descriptive, experimental and diagnostic research, hypothesis testing	
01	Data Collection and Analysis: Collection, Organization, Presentation	
02	Analysis and Interrelation of Primary and Secondary Data, Multiple Regression, Factor Analysis, Cluster Analysis, Perceptual Mapping, ,	
02	Multidimensional Scaling	
02	Discriminate and Canonical Analysis, Conjoint Analysis.	
01	Measurement of Scaling Concepts: Measurement in research	
02	measurement scales, sources of errors in measurement	
02	Techniques of developing measurement tools, classification and testing (reliability, verification and validity) scales	
03	Designing questionnaires and interviews	
04	Interpretations and Report Writing: Meaning of interpretation, techniques of Interpretation, precautions in interpretation,	

01	significance of report writing, steps in report writing,	
01	layout of report and precautions in writing research reports	
04	Application of Research: Relationship marketing, CRM, SCM.	

- **Additional Resources / Web links:** case study and ppts

Course Code and Title	835(A) - Integrated Marketing Communications
Credit Hours	40 Lectures (4 lectures per week)
Faculty	Prof. Gyan Prakash
E-mail Id	rgyanp5@gmail.com

Course Overview : The objective of this paper is to provide knowledge about the marketing strategies followed by rural and industrial markets.

Learning Outcomes: After understanding the concept and applications of this paper students can develop the better promotional strategies in rural and industrial marketing.

Pedagogy: Teaching methods used are: lectures, case studies & power point presentations.

Examination Scheme:

Assessment Components	% Weightage
External	60
Internal 1	20
Internal 2	20
Internal 3	20
Best of two Internals are counted	

Assignments/Projects/Exercises	% Weightage
Assignments and Projects	20

- **Text Books and Reference Books:**
 1. Industrial Marketing - Robert R Reeder, Edward G. Brity, Betty H. Reader
 2. Industrial Marketing - Richard M. Hill, Ralph & Alexander, James S. Cross
 3. Industrial Marketing - Krishna K Havalldar
 4. Rural Marketing – T.P. Gopalswamy
 5. Rural Marketing - Saval Kumar Velarjudhan
 6. Rural Marketing Management – Sukhpar Singh

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
03	Rural Marketing- Definition, Need, Importance, Future prospects, Opportunities vs. other markets.	
03	Economic Dynamics of Rural Marketing & Scanning of Industries tapping the Rural Marketing.	
03	Introduction to Demand & Marketing Research in Rural India, Consumer Behavior & Attitude, Buying Behavior; Importance of Relationship,	
02	Ethical & value based marketing.	
04	A brief about Implementation & Execution of Marketing Strategies and programs (viz. Segmentation, Differentiation, Positioning & Target Market), Managing & Formulating Promotion Activities.	
06	. Selecting and Managing Marketing Channels (In consumables; Consumer Durable & Agricultural Inputs) Managing Retailing (Dealer & Distributor N.W.) Wholesaling and managing problems in Logistics	
06	Sales Force Management; Traits of (S/P Recruiting, Training Cord). Supervising, Controlling & Motivating S/F. Case studies from agriculture inputs, C. Durable & Consumables).	
04	Industrial Marketing (Environment, Constituent, Nature & Delineation). Organizations related with Industrial Marketing	

04	Organizational Buyers & Buying Behavior. Understanding Demand, buyer motivation, characteristic and purchasing patterns	
04	. Formulating & implementing strategies in Channel Management, Sales Force Management and Personal Selling.	
01	A brief about Managing price mechanism, Sales Promotion and Public Relations in Industrial Market	

- **Additional Resources / Web links:** case study and ppts

Course Code and Title	811 (B) Business Statistics and Research Methodology
Credit Hours	40 (4 per week)
Faculty	Dr Kanhaiya Ahuja
E-mail Id	kanhaiya.ahuja@gmail.com

- **Course Overview:** The objective of this paper is to understand the statistical tools and techniques,
- Used in the business decision and analysis.
- **Learning Outcomes:** Statistics tools and techniques to enhance the analytical skills of students.
- **Pedagogy:** Lectures, power point presentation, Case Studies and subject assignments.
- **Examination Scheme:**

Assessment Components		% Weightage
External		60
Internal 1	Best 2 out of 3	40%
Internal 2		
Internal 3		
		20

Assignments/Projects/Exercises	% Weight age
Case study on application of Statistics in business, Assignment	
Case study on Measures of central tendency, Assignment	
Case study on Dispersion, Assignment	
Case Study on Sampling, , Assignment	
Case study on Research and design, Assignment	

- **Text Books:**

- ✚ Fundamentals of Applied Statistics, Gupta S.C., S.Chand & Sons, New Delhi, Latest Edition
- ✚ S.P.Gupta - Statistical Methods (Sultan chand & Co.)
- ✚ Statistics for Management By Richard Levin.
- ✚ JIT. S. Chandan – Statistics for Business and Economics, Vikas Publishing House Pvt. Ltd.,
- ✚ R.S. Bhardwaj – Business Statistics – Excel Books
- ✚ Deepak Chawala, N. Sondhi-Research Methodology, Vikas Publishing House, 2011`

- **Reference Books:**

- ✚ Andreson Sweeney Williams, Statistics for Business and Economics, Thomson South-Western, Bangalore, 2010
- ✚ Richards Levin, David Rubin, Statistics for Management, Pearson Education, 2010
- ✚ Monga G.S., Mathematics and Statistics for Economics, Vikas Publishing House, 2011
- ✚ P.K.Mittal, Satyaprasad, PK Rao, Mathematics and Statistics for Management, Himalya Publishing House, NBew Delhi, 2009
- ✚ J.K.Sharma, Business Statistics, Pearson Education, 2012

- **Session Plan:**

Sessions	Topics	Chapters/ Readings / Study Material / Cases
1	Overview of Statistics, Application	S.P.Gupta - Statistical Methods Case Study
4	Measure of Central tendency and its application, Collection and classification of data.	S.P.Gupta - Statistical Methods JIT. S. Chandan – Statistics for Business and Economics, Case study.
3	Standard Deviation and Coefficient of Variation	R.S. Bhardwaj – Business Statistics, Case Study
4	Correlation and Regression analysis	S.P.Gupta - Statistical Methods
3	Index Number and its types, price index, value index, Chain index, Cost of living index	S.P.Gupta - Statistical Methods
4	Probability and theories of Probability, Additive Probability, Multiplication: conditional Probability, Bays Theorem	R.S. Bhardwaj – Business Statistics
4	Introduction to probability distribution, Binomial and Poisson distribution	R.S. Bhardwaj – Business Statistics
3	Normal Distribution and its applications in Business.	Deepak Chawala, Neena Sondhi-Research Methodology

3	Sampling and Census, Sampling methods, sampling and non sampling errors, sample size.	R.S. Bhardwaj – Business Statistics, Case Study
1	Concept of sampling distribution, Standard Error and Sampling Error.	Lecture
3	Testing of Hypothesis-concept, Types of Errors in Hypothesis with context to research, Level of significance, type one and two error, Estimation, One tail and two tail test.	R.S. Bhardwaj – Business Statistics
4	Test for small samples and test for large samples, Test of significance: Z, t, chi and F test	S.P.Gupta - Statistical Methods Deepak Chawala, Neena Sondhi-Research Methodology
3	Research Methodology and types of research, Research process and Design, Research problem, Statistical tools, Report Writing	Deepak Chawala, Neena Sondhi-Research Methodology, Case Study

- **Additional Resources / Web links:**

- http://mospi.nic.in/Mospi_New/site/home.aspx
- <http://censusindia.gov.in/>
- <http://www.cso.gov.bw/>
<http://bookboon.com/en/statistics-ebooks>