

MCH6206

FINANCIAL GAINING A BEHAVIOR

tv This course emphasizes the importance of human capital in the organizations of today. It gives an insight to the students regarding ind

effectiveness- concept and approaches to organizational effectiveness, factors in organizational effectiveness, effectiveness through adaptive coping cycle, organizational health development, emotional intelligence.

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1. Brooks, I., *Organizational Behaviour, Individuals, Groups and Organization*, Pearson Education Ltd.
2. Luthans, F., *Organizational Behaviour*, McGraw –Hill Inc.
3. Newstrom, J.W. & Davis, K., *Organizational Behavior-Human Behavior at work*, The McGraw Hill Companies Inc.
4. Pareek ,U. , *Understanding Organizational Behaviour* ,Oxford University Press, Delhi
5. Robbins, S.P., Judge, T. and Sanghi, S. *Organizational Behavior*, Pearson Education
6. Weiss, P., *Organizational Behaviour and Change*, St. Paul ,West

CH I B I E E C I C

t v : To explain basic concepts of economics which help in business decision - making

Y I

Nature and scope of business economics, demand theory and techniques for demand estimation, demand forecasting, production function for single product, production function for multiple product, empirical evidence on the shape of cost curves, relevance of cost theories in business decision-making.

Y II

Market structure and degree of competition- profit maximization, price and output determination in the short-run and long run in perfect competition, monopoly, monopolistic competition and oligopoly.

Y III

Utility analysis - types of utility , relationship between total utility and marginal utility; critical appraisal of law of diminishing marginal utility, explanation of law of equi-

Pricing theories-capital asset pricing model, securities market line, arbitrage pricing theory, multiple factor models, options and derivatives-derivatives - put and call options, valuation of options, binomial option pricing, brownian motion- black scholes formula.

I III

Macroeconomics and finance financial markets and resource mobilization, efficient resource allocation, risk management, flow of funds, financial sector and economic

Microsoft power point – creating effective presentations, introduction to DBMS concepts, Microsoft access - creating a database/Report/query/form design, operational level of any one corporate database viz. Prowess.

Y III

Network concepts and its classification, introduction to internet and its applications, knowledge management using internet, search engines, techniques to use search engine effectively, use of on-line databases (RBI//World Bank/IMF etc.) in terms of data extraction and report generation

HTML – basic HTML tags, web page designing using any software.

Y I

Security and control of information systems, ethical and social dimensions of networks, basic usage of SPSS software (import/export of data, commands like open, save etc., applying basic statistical analysis), application of computers in project management: features, capabilities & limitations of project management software (with reference to popular Software viz. MS – Project).

r n s

1. Basandra, S. K., *Computers Today*, Galgotia Books.
- 2.

Concept of business environment: its significance and nature, interaction matrix of different, environment factors, process of environmental scanning, environmental scanning of important industries of India viz. tractors, pharmaceutical industry, food processing, electronics, fertilizers steel, soft drinks, and TV.

Y II

Economic environment- the philosophy, strategy and planning in India, monetary policy and their impact on Indian business, industrial policy foreign trade policy and their impact on Indian business, political environment, relation between business and government of India, constitutional provisions related to business, concept of state intervention in business, ideology of different political parties, bureaucracy and Indian business.

Y III

Technological environment-policy for research and development in India, appropriate technology, debate of technology versus labour, MNC as a source of transfer to technology and its implication, institutional infrastructure for exports in India, India's export-import policy, global business environment, signific

t v : The course aims at developing the communication skills of students – both written communication and oral communication. The students will also be taught how to analyze cases and prepare case reports.

Y I

An introduction to business communication, elements of the communication models, types of communication, barriers to communication, an introduction to the case method – steps in case analysis.

Y II

Principles of written communication, business letters – their basic qualities, opening and closing paragraphs, mechanics of letter writing, specific types of letters – routine letters, bad news letters, persuasive letters, sales letters, collection letters, job applications letters, internal communication through memos, minutes and notices.

Y III

Principles of oral communication, speeches – speech of introduction, of thanks, occasional speeches, theme speech, mastering the art of giving interviews in the following – selection or placement interview, appraisal interview, exit interview, group communication – meetings and group discussions.

Y IV

Report writing, principles of effective presentations including use of audio-visual media, business and social etiquette.

r n s

1. Courtland L.B., *Business Communication Today*, Pearson Education.
2. Locher, K. O., and Maczmarch, S. K., *Business Communication: Building Critical Skills*, The McGraw Hill Companies.
3. Murphy, H. A., Hildelrandt, H. W., Thomas, J. P., *Effective Business Communication*, The McGraw Hill Companies.
4. O'Rourke IV, and James S., *Management Communication: A Case Analysis Approach*, 2nd Ed. Pearson Education.
5. Rao, S. S., *Handbook for Writers and Editors*, Ahmedabad Management Association.

6. Thill, Lesikar, Raymond V. and Marie E. Flately, *Basic Communication: Skills for Empowering the Internet Generation*, Tata McGraw Hill.

CH I K H B I E E EA CH

t v To expose the students to the basic concepts of research methodology and application through practical exercises in the area of commerce and management.

I I

Introduction to business research: definition, characteristics, types, research process – an overview, review of literature – its role and significance

6. Kumar, R., *Research Methodology- A Step by Step Guide for Beginners.* , Pearson Education.
7. Sekaran, U. *Research Methods for Business-A Skill Building Approach*, John Wiley, Singapore
8. Zikmund, W.G., *Business Research Methods*, Cengage Learning, Singapore

C H A P T E R I I N T R O D U C T I O N T O M A R K E T I N G

Objectives The course aims at making participants understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm with a view to better understand and appreciate the complexities associated with the marketing function.

I I

Introduction to marketing- meaning, nature and scope of marketing, marketing philosophies, marketing management process, concept of marketing mix, market analysis-understanding marketing environment, consumer and organization buyer behaviour, market measurement and marketing research, market segmentation, targeting and positioning.

I II

Product planning and pricing- product concept, types of products, major product decisions, brand management, product life cycle, new product development process, pricing decisions, determinants of price, pricing process, policies and strategies.

I III

Promotion and distribution decisions- communication process, promotion tools- advertising, personal selling, publicity and sales promotion, distribution channel decisions- types and functions of intermediaries, selection and management of intermediaries.

I IV

Marketing organization and control- organizing for marketing, marketing implementation & control, ethics in marketing, emerging trends and issues in marketing- consumerism, rural marketing, societal marketing, direct and online marketing, and green marketing, retail marketing, customer relationship management

Y III

Team management, empowerment management, creativity and decision making management, organizational learning and knowledge management, culture management, change management, managing ethical issues in human resource management, HRD Audit.

Y IV

E-HRM/HRIS: measuring intellectual capital, impact of HRM practices on organizational performance, contemporary issues in human resource management, global HR practices.

r n s

1. Aswathappa, *Human Resource Management*, Tata McGraw-Hill
2. Bratton J. and Gold J, *Human Resource Management: Theory and Practice*, Palgrave
3. Dessler, G., *Human Resource Management*, Prentice-Hall
4. Flippo, E., *Human Resource Management*, McGraw Hill
5. Gomez-Mejia et al- *Managing Human Resources*, Pearson Education
6. Ivantsevich, *Human Resource Management*, Tata McGraw-Hill
7. Kandula, S. R., *Human resource Management in Practice*, Prentice Hall of India Pvt Ltd

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Aggregate planning (decisions, strategies and methods), master production schedule, planning of material requirements, capacity planning and control (long range, medium range, short term capacity planning and control), high-volume production activity control, just-in-time systems.

Y III

Job shop production activity planning, job shop production activity control, theory of constraints and synchronous manufacturing, technological innovations in manufacturing, tools for manufacturing planning, manufacturing automation, material control, integration issues in CIM, and case of re-engineering.

Y I

Total Quality Management, TQM as a Key Component of Competitive Initiatives, The TQM Process of Improvement, and TQM's Impact on Production Planning and Inventory Control Activities, Malcolm Baldrige National Quality Award and other quality awards.

r n s

1. Datta, A.K., *Materials Management: Procedures, Text and Cases*, Prentice Hall of India.
2. Gaither, *Operations Management*, Thomas Learning.
3. Gopalakrishnan, P., *Materials Management*, Prentice Hall of India.
4. Menon, K.S., *Purchasing and Inventory Control*, Wheeler Publishers.
5. Mulemann, A., Oakland, J., and Locker. *Production and Operations Management*, Macmillan India ltd.
6. Varma, *Materials Management*, Sultan Chand and Sons.

CH 4 A AGE E I F A I Y E

t v The course has been designed to acquaint students about the evolution of computer-based information systems, basic computer hardwa

Y I

Introduction: why information system, Perspectives and contemporary approach to

1.

3. Meigs and Meigs, Bettner, Whittington, *Accounting: The Basis for Business Decisions*, McGrawHill
4. Porwal, L.S., *Accounting Theory*, Tata McGraw Hill

C H E I A I C F I A C E A A G E E

t v : This workshop course aims at enabling the students to gain a clear understanding of various policies, conceptual, and operational issues involved in developing effective and successful microfinance interventions.

I I

Introduction: Microfinance products and services, microfinance and rural financial services, agricultural microfinance. Supply, Intermediation and Regulations of Microfinance: Supply of microfinance, intermediation, microfinance distribution models, regulations and supervision.

Microfinance Credit Lending Models: Credit lending models, Bangladesh Grameen Bank (BGB) Model and its replications in India, differences between Self Help Groups (SHG) and Joint Liability Groups (JLG) model, SHG-bank linkages programmes in India, SHG

r n s

1. Dichter, T. and Harper, M. *What's wrong with Microfinance?* Intermediate Technologies Publications, Ltd.
2. Drake, D. and Rhyne, E. *The Commercialization of Microfinance: Balancing Business and Development*, Kumarian Press, Inc. Bloomfield, CT.
3. Fisher, Thomas and Sriram, M.S. *Beyond Micro-Credit: Putting Development Back into Microfinance*, Sage-Vistaar Publication.
4. Gahte, Prabhu. *Microfinance in India: A State of the Sector Report 2007*, Sage Publications Pvt. Ltd.
5. Karmarkar, K.G. *Microfinance in India*, Sage Publications Pvt. Ltd.
6. Panda, Debadatta K. *Understanding Microfinance*, Wiley India Pvt. Ltd.
