

Institute of Management Studies

Devi Ahilya Vishwavidyalaya, Indore

M.B.A. (Executive)

SEMESTER – II

C201	Financial Management
C202	Marketing for Managers
C203	Information Management and Computers
C204	Operations Management
C205	Human Resource Management
E206	Business Environment

Institute of Management Studies

Devi Ahilya Vishwavidyalaya, Indore

(MBA Executive) II SEM

April 2018

Semester –II

C-201

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

Introduction : Concept, Nature, Scope and Objective of Financial Management, Finance Functions. Introduction to Short Term and Long Term Sources of Finance (Theory Unit).

Capital Budgeting: Time Value of Money, DCF and Non DCF Methods for Evaluating Projects, Evaluating Mutually Exclusive and Independent Proposals. (Theory and Practical Unit)

Cost of Capital: Cost of Debt, Cost of Preference, Cost of Equity, Cost of Term Loan, Cost of Retained Earnings, Weighted Average Cost of Capital (Theory and Practical Unit).

Working Capital: Concept, Need and Importance, Source of Working Capital Finance, Operating Cycle and Determining Working Capital Need. (Theory and Practical Unit).

Statement of Changes in Financial Position: Funds Flow Statement using Total Resource Method, Working Capital Method and Cash Method. (Theory and Practical Unit).

Text Reading:

1. M.Y. Khan & P.K. Jain, "Financial Management", Delhi, Tata McGraw Hill, 5th Edition 2011.
2. I.M. Pandey, "Financial Management", New Delhi, Vikas Publications House, 9th Edition.

Institute of Management Studies

Devi Ahilya Vishwavidyalaya, Indore

(MBA Executive) II SEM

APRIL 2018

Semester –II

C-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

Semester –II

C-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 man power 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.

Text Reading: Latest Edition

1. Sumitabha Das, “**Unix Concepts and Applications**”, Tata McGraw Hill Pub. Co. Ltd., New Delhi.
2. Muneesh Kumar, “**Business Information Systems**”, Vikas Publishing House Pvt. Ltd., New Delhi.
3. James A. O’Brien, “**Management Information Systems**”, Galgotia Publications Pvt. Ltd., New Delhi.
4. Elias M. Awad, “**System Analysis and Design**”, Galgotia Publishing Pvt. Ltd., New Delhi.

Suggested Readings: Latest Edition

1. Dr. Niranjan 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 2018

Semester –II

C-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 2018

Semester –II

C-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 2018

Semester –II

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