

**Institute of Management Studies  
Devi Ahilya Vishwavidyalaya, Indore**

**Revised Syllabus**

**Dated 15/03/2022**

**MASTER OF BUSINESS ADMINISTRATION (M.B.A.)  
(MARKETING MANAGEMENT) 2 Years**

**Program Code- MS5D**

**(Semester – II)**

**BATCH (2021-23)**

<b>SR N.</b>	<b>CODE</b>	<b>COURSE NAME</b>	<b>TYPE</b>	<b>CREDITS</b>
1	<b>MS5D-502</b>	Logistics & Supply Chain Management	Compulsory	3
2	<b>MS5D-504</b>	Consumer Behaviour	Compulsory	3
3	<b>MS5D-506</b>	Service Marketing	Compulsory	3
4	<b>MS5D-508</b>	Marketing Research	Compulsory	3
5	<b>MS5D-510</b>	Human Resource Management	Compulsory	3
6	<b>MS5D-512</b>	Digital Marketing	Compulsory	3
7	<b>MS5D-514</b>	Managerial Economics	Compulsory	3
8	<b>MS5D-516</b>	Financial Management	Electives (Select any one)	3
9	<b>MS5D-518</b>	Operations Research		
10	<b>MS5D-552</b>	Comprehensive Viva Voce'		3*

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2021-23</b>			
<b>Semester II</b>			
<b>Subject Name</b>	Logistics & Supply Chain Management	<b>Subject Code</b>	<b>MS5D-502</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: SKILL ENHANCEMENT</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>The course is designed to explain basic theory and techniques of SCM to examine the issues and problems associated with logistics in a changing business environment and show how SCM can improve an enterprises effectiveness and competitiveness. Student would be Encouraged to use computer software packages for problem solving.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> <li>Understand the Supply Chain Structure.</li> <li>Develop, Establish &amp; Manage Supply Chain.</li> </ul>			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three Assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit – 1 Introduction to Supply Chain Management</b>	Concept, Scope, Objectives and importance of supply chain, Supply chain components, Drivers of supply chain management. Achieving strategic. Six sigma concept	<b>06</b>	
<b>Unit – 2 Planning Demand and Supply Chain</b>	Role of forecasting in supply chain, Forecasting Methods, Aggregate Planning in a Supply Chain, Managing Supply and Demand, Models for Supply Chain Decision Making.	<b>06</b>	
<b>Unit – 3 Managing Inventory</b>	Role of Cycle Inventory, Estimating Cycle Inventory, EOQ, continuous replenishment model, Costing Pricing, Role of Safety Inventory, Determining Level of Safety Inventory, Estimating and Managing Safety Inventory.	<b>06</b>	
<b>Unit – 4 Transportation and Facility Decisions</b>	Factors Affecting Transportation and Network Design Decisions, Modes of Transportation, Routing and Scheduling in Transportation, Models for Facility Location and Capacity Allocation.	<b>06</b>	
<b>Unit – 5 A Framework for Strategic Alliances</b>	Third Party Logistics; Retailer – Supplies Partnerships, Types and Key issues; Distribution Integration, Types and Key Issues; Procurement and Outsourcing Strategies.	<b>06</b>	
<b>Unit – 6 IT Technology and e-Business in Supply Chain Management</b>	Role of IT in Supply Chain, Importance and Use of Information in Supply Chain, Infrastructure and Interface Devices.	<b>06</b>	

<b>Unit – 7 Green Supply Chain</b>	Environment Management, Carbon foot-print.	<b>03</b>
<b>Unit – 8 Distribution Management &amp; Customer Satisfaction</b>	Customer Service Through Effective and Responsive Supply Chain, Supply Chain for Customer Satisfaction, Enhancing Customer Relationship through Supply Chain Management.	<b>06</b>
<b>TOTAL CLASSROOM CONTACT SESSIONS</b>		<b>45</b>
<p><b>Text Reading: Latest Editions</b></p> <ol style="list-style-type: none"> <li>1. "Supply Chain Management", Sunil Chopra and Peter Meindl. Pearson Education. Delhi.</li> <li>2. "Designing and Managing the Supply Chain", David Simchi Levi, Philip Kaminsky and Edith Simchi-Levi, Tata McGraw Hill.</li> <li>3. "Business Logistics/Supply Chain Management", Ronald H. Ballou. Pearson Education. Delhi.</li> <li>4. B.S. Sahay Supply Chain Management, New Delhi: Wheeler.</li> <li>5. Wosmer – Supply chain management, Cengage</li> <li>6. Altekar – Supply chain Management – PHI .</li> <li>7. Supply Chain Management Jagat, Shah, Pearson.</li> </ol>		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2021-23)</b>			
<b>Semester II</b>			
<b>Subject Name</b>	<b>CONSUMER BEHAVIOR</b>	<b>Subject Code</b>	<b>MS5D-504</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>The objectives of this course are to help students gain an understanding of Consumer Behaviour and their applications. Guidance and Encouragement will be provided to enable the students with real expertise and understanding as well as judgment to excel through case studies, roleplaying &amp; power point presentation.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
12. Explain the concept behind Consumer Behavior			
13. Discuss consumer decision process			
14. Highlight the External and Internal factors that influences consumer behavior			
15. Discuss Future of Consumer Behavior.			
<b>Examination Scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which, best of two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit – 1 Introduction to Consumer Behavior and Consumer Research</b>	<b>1.1</b> Nature <b>1.2</b> Scope and application of Consumer Behavior <b>1.3</b> Consumer Research <b>1.4</b> Marketing research process for consumer behavior (research case)		<b>08</b>
<b>Unit–2 Consumer Decision Processes</b>	<b>2.1.</b> Pre-purchase process: Information processing <b>2.2.</b> Purchase Processes: Consumer Decision rules <b>2.3.</b> Post Purchase Processes: Framework, dissonancesatisfaction / dissatisfaction		<b>07</b>
<b>Unit–3 Consumer Behaviour Models</b>	<b>3.1.</b> Nicosia Model <b>3.2.</b> Howard Sheth Model <b>3.3.</b> Engel-Blackwell and Miniard Model <b>3.4.</b> Sheth Family Decision Making Model		<b>06</b>
<b>Unit– 4 Individual Determinants of Consumer Behavior</b>	<b>4.1.</b> Demographics Psychographics, Personality, Life Style, Perception, Motivation, Involvement, Knowledge, belief, Feelings, and attitudes. <b>4.2</b> Role of emotional intelligence to understand consumer behavior.		<b>08</b>

<b>Unit –5 Environme ntal Influences on Consumer Behavior</b>	5.1 Culture, Cross cultural understanding, social class, family. Family life-cycle group and personal influence, word of mouth communication, opinion leadership.	<b>06</b>
<b>Unit–6 Consumerism and Ethics in Indian Context</b>	Roots of consumerism, consumer safety, consumer information, consumer responsibilities, marketer responses to consumer issues, marketing ethics towards consumers.	<b>06</b>
<b>Unit – 7 Future of Consumer Behaviour</b>	Future of Consumer Behavior, in the perspective of artificial intelligence.	<b>04</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>

**Text Readings:**

(Latest Editions)

1. Balckwell; R.D., Miniard, P.W. and Engel, J.F., “**Consumer Behaviour**”, Cengage.
2. Schiffman L.G. and Kanuk L.L., “**Consumer Behaviour**”, Pearson 2011
3. Mukharjee – Consumer Behaviour, Cengage – 2011
4. Majumdar : Consumer Behaviour, PHI- 2010

**Suggested Readings**

1. Assel, H., “**Consumer Behaviour**”, Thomson
2. Solomon M.R., “ **Consumer Behaviour**”, PHI

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2021-23</b>			
<b>Semester II</b>			
<b>Subject Name</b>	<b>SERVICES MARKETING</b>	<b>Subject Code</b>	<b>MS5D-506</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b> The objective of this course is to expose students to the nature of industrial and service markets and develop abilities to help them apply marketing concepts in these markets.			
<b>Learning Outcome:</b> On completion of the course, students will be able to: <ul style="list-style-type: none"> <li>• Develop familiarity with the concepts of Services Marketing</li> <li>• The characteristics of services that affect customer experience.</li> <li>• Enhance their abilities to apply service marketing strategies in various and specific marketing situations.</li> </ul>			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit - 1 Services Introduction to Service Marketing</b>	1.1 Service Sector and Economic Growth, 1.2 Service Concept, Characteristics and Classification of Service.  Meaning, Definition, Characteristics, Components of Service Marketing, Classification of Services.. Factors stimulating the transformation of the Service Economy.	<b>8</b>	
<b>Unit – 2 The Service Delivery Process &amp; Consumer Behavior in a services context. Challenges in Service Marketing &amp; Designing of Service Strategy</b>	<ul style="list-style-type: none"> <li>• Managing Service Encounters.</li> <li>• Service Failure. Complaint Handling and Service Recovery, Managing Relationships and Building Loyalty.</li> <li>• The three-stage model of service consumption.</li> </ul> 2.1 Strategic issues in Service Marketing; Segmentation, 2.2 Differentiation and Positioning of Services. Strategic issues in Service Marketing; Segmentation, Differentiation and Positioning of Services. <ul style="list-style-type: none"> <li>• Service Management Process; Internal, External and Interactive Marketing Strategies. (Merging of Unit 4)</li> </ul>	<b>9</b>	

<b>Unit- 3 Marketing Mix in Service Marketing</b>	3.1 Product, Price, Place, Promotion, People, Physical Evidences and Process Decisions.	<b>8</b>
<b>Unit-4 Designing of Service Strategy</b>	4.1 Service Management Process; Internal, External and Interactive Marketing Strategies.	<b>5</b>
<b>Unit -5 Managing Service Quality and Productivity</b>	5.1 Concept, Dimensions and Process; 5.2 Service Quality Models (Gronnos and Parsuraman), Applications and Limitations, Productivity in Services.	<b>8</b>
<b>Unit -6 Applications of Service Marketing</b>	6.1 Marketing of Financial, Hospitality, Health, Educational and Professional Services, Information Technology and Communication Services, Transportation and Logistics services, Media Services. 6.2 Marketing for Non – Profit Organizations and NGOs.	<b>7</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>

**Learning Resources:**

**Text Reading:** Latest Edition

1. Christopher H. Lovelock, Jochen Writz, Jayanta Chatterjee, “**Services Marketing**”, New Delhi: Prentice Hall of India, Latest Edition.

**Suggested Readings**

1. Ravi Shankar, “**Services Marketing**”, New Delhi, Global Press.
2. V. A. Zeithamal and M. J. Bitner, “**Service Marketing: Integrating Customer Across the Firm**”, Mc Graw Hill.



<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>SEMESTER II</b>			
<b>Batch 2021-2023</b>			
Subject Name	MARKETING RESEARCH	Subject Code	MS5D-508
		Total Credits	03
<b>Subject Nature: CORE: ABILITY ENHANCEMENT</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• The objectives of the course are to equip the students with the concept and methods of Business Research.</li> <li>• The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper(s).</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
1.Help to get solutions to the problems in the corporate world through research.			
2.Develop research papers to understand the intricacies of research.			
3.Describe and attain some elementary level of data analysis applicable in research.			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			No. of Sessions
<b>UNIT –I</b>			
<b>Introduction to Research Methods</b>	1.1 Role and objectives of business research 1.2 Types of research, 1.3 Research process: Overview 1.4 Problems encountered by researchers in India		<b>08</b>
<b>Unit-2</b>			
<b>Research Design</b>	2.1 Defining research problem, objectives and Hypothesis development, 2.2 Need for research design, 2.3 Features of a good research design 2.4 Different research designs and types of research design.(exploratory, descriptive, experimental and diagnostic research).		<b>08</b>
<b>Unit-3</b>			
<b>Sampling Theory and Design of Sample Survey</b>	3.1 Census Vs Sample Enumerations 3.2 Objectives and Principles of Sampling 3.3 Types of Sampling, Sampling and Non-Sampling Errors.		<b>06</b>

<b>Unit- 4</b> <b>Measurement and Scaling Concepts</b>	4.1 Measurement in research, 4.2 Measurement scales, 4.3 Sources of errors in measurement, 4.4 Techniques of developing measurement tools, 4.5 Classification and testing (reliability, verification and validity) scales 4.6 Designing questionnaires.	<b>06</b>
<b>Unit -5</b> <b>Data Collection and Analysis</b>	5.1 Collection (Observation, interview, through schedules), Organization and Presentation 5.2 Analysis: Univariate and bivariate Analysis 5.3 Hypothesis testing: difference of means, ANOVA, Chi Square 5.3 Multivariate Analysis (Concepts only)	<b>12</b>
<b>Unit-6</b> <b>Report Writing</b>	6.1 Meaning of interpretation 6.2 Techniques of Interpretation 6.3 Precautions in interpretation 6.4 Significance of report writing 6.5 Steps in report writing 6.6 Layout of report 6.7 Precautions in writing research reports.	<b>05</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>

**Text Reading: Latest Editions**

- 1 William G. Zikmund, “**Business Research Methods**”, Orlando: Dryden Press.
  - 2 C. William Emory and Cooper R. Donald, “**Business Research Methods**”, Boston, Irwin.
  - 3 Fred N Kerlinger, “**Foundations of Behavioural Research**”, New Delhi: Surjeet Publications.
  - 4 David Nachmias and Chava Nachmias, “**Research Methods in the Social Sciences**”, New York: St.Marlia’s Press.
- C. R. Kothari, “**Research Methodology: Methods and techniques**”, New Delhi: Vishwa Prakashan.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Marketing Management) SEMESTER II</b>			
<b>Batch 2021-2023</b>			
<b>Subject Name</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5D-510</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: Core</b>			
<b>Course Objective:</b>			
<ol style="list-style-type: none"> <li>1. To make students aware about different functions of human resource management.</li> <li>2. To develop understanding in students about different terms closely associated with HRM.</li> <li>3. To provide and incorporate knowledge about possible changes that may affect the overall organization.</li> </ol>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Assimilate high employee morale and sound human relations by sustaining and improving the various conditions and facilities.</li> <li>2. execute relevant strategies without disturbing inter-relationships and avoid disputes/conflicts within an organization by smooth transition of changes</li> <li>3. ponder Employing people, training them, compensating them, developing policies relating to them, and developing strategies to retain them</li> </ol>			
<ol style="list-style-type: none"> <li>1. Define HRM and understand its importance in managing diverse workforce.</li> <li>2. Help students to make themselves skilled in HR function for the present day organization.</li> </ol>			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>NOTE : One case or caselet to be discussed in each unit</b>			
<b>Course Contents</b>			
<b>UNIT –I The field of HRM</b>	<ol style="list-style-type: none"> <li>1.1 Concept and Functions</li> <li>1.2 Evolution of Human Resource Management</li> <li>1.3 Models for excellence</li> <li>1.4 HRM Models</li> </ol>		
<b>Unit-2 HR Policies</b>	<ol style="list-style-type: none"> <li>2.1 Formulation and Essentials of Sound HR Policies</li> <li>2.2 Factors Influencing Personnel Policy of the Organisation</li> </ol>		
<b>Unit-3 Acquisition of Human Resources</b>	<ol style="list-style-type: none"> <li>3.1 Job Analysis</li> <li>3.2 Job Description and Job Specification</li> <li>3.3 Job Evaluation</li> <li>3.4 An overview of Recruitment &amp; Selection</li> </ol>		
<b>Unit- 4 Development of Human Resources</b>	<ol style="list-style-type: none"> <li>4.1 Orientation and Induction</li> <li>4.2 Determining Training Needs</li> <li>4.3 Overview of Training and Development</li> </ol>		
<b>Unit -5 Maintenance Of Human Resource</b>	<ol style="list-style-type: none"> <li>5.1 Placement Promotion and Transfer</li> <li>5.2 Performance Appraisal</li> <li>5.3 Career and Succession Planning</li> </ol>		

<p><b>Unit-6 Separation processes</b></p>	<p>6.1 Retirement 6.2 Layoff 6.3 Discharge 6.4 VRS</p>
<p><b>Unit 7 Research and the Future</b></p>	<p>7.1 Current trends, 7.2 Hybrid organization, hybrid work spaces 7.3 Future Challenges for HRM</p>
<p><b>Text Readings: Latest Editions</b></p> <p>1. David S. Decenzo and Stephen P. Robbins, “Personnel/Human Resource Management”, New Delhi, Prentice Hall. 2. Michael Armstrong, “A Handbook of Human Resource Practice”, London, Kogan Page. K. Aswathappa (Author) "Human Resource Management: Text &amp; Cases "   8th Edition McGraw Hill.</p> <p>V.S.P Rao. "Human Resource Management" Taxmann</p> <p><b>Suggested Readings</b></p> <p>1. William B. Werther Jr. and Keith Davis, “Human Resources and Personnel Management”, Singapore, McGraw Hill. 2. P Subba Rao, “Essentials of Human Resource Management and industrial Relations: Text, Cases and Games”, Mumbai, Himalaya. 3. Biswajeet Patanayak, “Human Resource Management” New Delhi, Prentice Hall India. 4. Holloway J. Ed., “Performance Measurement and Evaluations”, New Delhi, Sage Publications. Guy V. &amp; Mattock J., “The New international Manager”, London, Kogan Press.</p>	

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2021-23)</b>			
<b>Semester II</b>			
<b>Subject Name</b>	<b>DIGITAL MARKETING</b>	<b>Subject Code</b>	<b>MS5D-512</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b> The course aims at developing an understanding of Digital Marketing and the various processes associated with it.			
<b>Learning Outcome:</b> The students will develop the expertise required to evaluate, analyze and create digital marketing and digital communication campaigns, digital advertising, e-business and web marketing.			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit-1 Principles and Drivers of New Marketing Environment</b>	1.1 Digital media industry- Reaching Audience through Digital Channels 1.2 Traditional and Digital Marketing 1.3 Introduction to online marketing Environment 1.4 Dotcom Evolution, Internet Relationship, 1.5 Business in modern economy, 1.6 Integrating e - Business to an existing Business Model 1.7 Online Marketing Mix – Mobile Marketing – Digital Signage.		<b>10</b>
<b>Unit-2 Purchase Behaviour of Consumers in Digital Marketing Format</b>	2.1 Online Customer Expectations, Online B2C Buying Process 2.2 Online B2C Buying Behaviour 2.3 Website Designing, Website content 2.4 Forms of Search Engines, Working of Search Engines, Revenue Models in search engine positioning – SEO – Display Advertising – Trend.		<b>8</b>
<b>Unit-3 Product Attributes and Web Marketing Implications</b>	3.1 Augmented Product Concept – Customizing the Offering 3.2 Dimensions of Branding Online - Internet Pricing Influences – Price and Customer Value – Online Pricing Strategies and Tactics 3.2 Time based online pricing - Personalized Pricing – Bundle Pricing		<b>8</b>
<b>Unit- 4 Internet Enabled</b>	4.1 Turning Experience Goods into Search Goods – 4.2 Personalization through Mass Communication – Choice Assistance – Personalized Messaging		<b>9</b>

<b>Retailing</b>	4.3 Selling through online intermediaries – Direct to Customer Interaction – online channel Design for B2C and B2B Marketing.	
<b>Unit- 5 Integration of online communication</b>	5.1 Integrating online communication to IMC Process 5.2 Online Advertising – Email marketing – Viral Marketing – Affiliate Marketing 5.3 Participatory Communication Networks – Social Media Communities – Consumer Engagement – Co-created Content Management 5.4 Interactive Digital Networks 5.5 Customer Led Marketing Campaigns 5.6 Legal and Ethical Aspects related to Digital Marketing	<b>10</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>
<p><b>Learning Resources:</b>  <b>Text Reading:</b> Latest Edition  2. Smith PR Chaffey Dave, e-Marketing Excellence: The Heart of e-Business, Butterworth Heinemann, USA  3. Strauss Judy, e-Marketing, Prentice Hall, India.</p>		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>MBA(MARKETING MANAGEMENT)- SEMESTER II</b>			
<b>Batch 2021-23</b>			
<b>Subject Name</b>	<b>MANAGERIAL ECONOMICS</b>	<b>Subject Code</b>	<b>MS5D-514</b>
<b>Subject Nature: DISCIPLINE SPECIFIC COURSE</b>			
<b>Course Objective:</b> Objective of this Course is to help the students analyze and understand economic environment.			
At the end of the course learners will be able to; <ol style="list-style-type: none"> <li>1. Analyze how buyers and sellers interact in a free and competitive market to determine prices and quantities of goods.</li> <li>2. Measure how changes in price and income affect the behavior of buyers and sellers.</li> <li>3. Use the concept of producer, consumer surplus, and total surplus to explain the outcomes of markets for individuals, firms, and society.</li> <li>4. Analyze how firms can use various pricing strategies to maximize profit.</li> <li>5. Evaluate macro-economic factors using various indicators.</li> <li>6. Utilize strengths and weakness of fiscal and monetary policy to determine an appropriate stabilization policy for a given macroeconomic situation</li> </ol>			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have five theory questions out of which a student will be required to do any four questions. Section B will be of 20 marks and consist of numerical / case(s).			
<b>Note:</b> One Case / caselet to be discussed in each Unit			
<b>Course Content</b>			
<b>UNIT 1 Introduction to economics and Managerial Economics</b>	Content 1.1 Nature scope, characteristics and significance of managerial economics. 1.2 Relationship of managerial economics with economics, operation research, 1.3 decision making, statistics, accounting.		
<b>UNIT 2 Fundamental concepts:</b>	2.1 Incremental reasoning, Marginal analysis, Equi marginal utility, time perspective, 2.2 consumer surplus, opportunity cost, time value of money 2.3 Theories of Firm – Managerial theories – Baumol and Williamson, Behavioral theories – Simon, Cyret and March		
<b>UNIT 3 Supply &amp; Demand Analysis</b>	3.1 – Concept, Determinates & Types of Demand. Utility and its types, law of Diminishing Marginal utility. 3.2 Demand Function, Law of Demand. Elasticity of Demand Price, Income, Cross, 3.3 Advertising & price expectation. Demand Forecasting		
<b>UNIT 4 Production and</b>	4.1 Meaning of production, production function, short run and long run production analysis. 4.2 Isoquant curves and Isocost lines, Ridge lines, Equilibrium		

<b>cost analysis:</b>	production, expansion path. 4.3 Cost – meaning and types of cost, cost function, short run and long run cost function. 4.4 Economies and diseconomies of scale. Law of supply.
<b>UNIT 5 Pricing:</b>	5.1 Price determination under perfect competition. 5.2 Monopoly and Price Discrimination, Monopolistic Competition, 5.3 Oligopoly – kinked demand curve, cartel formation, 5.4 Price leadership.
<b>UNIT 6 Profit:</b>	6.1 Meaning, types and theories of profit, 6.2 Profit planning – break even analysis.
<b>UNIT 7 Micro-macro interrelations :</b>	7.1: Circular flow of economic activity, National Income concepts, Concepts and Objectives of Private Business. 7.2 Meaning and Phases of Business Cycles: Economic stabilization & Role of govt. in the econ.
<p><b>Learning Resources:</b></p> <p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• P.L. Mehta – Managerial Economics, Sultan Chand, New Delhi.</li> <li>• Mishra &amp; Puri – Micro Economics, Himalaya Publishing House, New Delhi</li> <li>• G.S. Gupta: Managerial Economics, Tata McGraw Hills, New Delhi</li> <li>• Peterson &amp; Lewis: Managerial Economics, Princeton Hall of India, New Delhi.</li> </ul> <p><b>Reference Books:</b></p> <ul style="list-style-type: none"> <li>• Koutsoyiannis – Modern Micro Economics, Macmillan Press, New Delhi</li> <li>• Dr. Atmanand – Managerial Economics, Excel books, New Delhi</li> <li>• Howard Davis – Managerial Economics, Macmillan Press, New Delhi</li> <li>• D.N. Dwivedi – Managerial Economics, Vikas Publishing, New Delhi</li> <li>• Hal Varian – Intermediate micro economics, Tata McGraw Hills, New Delhi</li> </ul> <p><b>Web References:</b> <a href="http://ocw.mit.edu/courses/economics/">http://ocw.mit.edu/courses/economics/</a></p> <p><b>Supplementary Material:</b></p>	



<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>SEMESTER II</b>			
<b>Batch 2021-23</b>			
<b>SUBJECT NAME</b>	<b>FINANCIAL MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5D-516</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: Core</b>			
<b>Course Objective:</b> The objectives of this course are to help the students learn the concepts, tools and skills of financial analysis and financial management, and application in the efficient conduct of business.			
<b>Learning Outcome:</b> At the end of the course students should be able to:  1. Understand Concepts of Financial Management and their Application in Financial Analysis and Interpretation. 2. Use Financial Management Tools for Managerial Decision Making.			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Hours</b>
<b>Unit – 1</b> <b>Introduction</b>	<b>1.1.</b> Meaning and Objectives of Financial Management. <b>1.2.</b> Scope and Functions of Financial Management. <b>1.3.</b> Wealth Maximization v/s Profit Maximization. <b>1.4.</b> Short Term and Long Term Sources of Finance in India.		<b>06</b>
<b>Unit–3</b> <b>Ratio Analysis</b>	<b>3.1.</b> Liquidity Ratios. <b>3.2.</b> Profitability Ratios. <b>3.3.</b> Leverage Ratios. <b>3.4.</b> Activity Ratios. <b>3.5.</b> Calculation and Interpretation of Ratios.		<b>03</b>
<b>Unit– 4</b> <b>Investment and Financing Decisions</b>	<b>4.1.</b> Concept of Time Value of Money. <b>4.2.</b> DCF and Non DCF Methods for Evaluating Projects, <b>4.3.</b> Relationship between Investment and Financing Decisions, <b>4.4.</b> Cost of Debt & Bonds, Cost of Preference Share, Cost of Equity, Weighted Average Cost of Capital.		<b>06</b>

<b>Unit –5 Leverage Analysis</b>	<b>5.1.</b> Determination of operating leverage, financial leverage and total leverage, <b>5.2.</b> Leverage and Financial Distress.	<b>06</b>
<b>Unit–6 Statement of Changes in Financial Position</b>	<b>6.1.</b> Funds Flow Statement. <b>6.2.</b> Total Resource Method. <b>6.3.</b> Working Capital Method. <b>6.4.</b> Cash Method. <b>6.5.</b> Cash Flow Analysis.	<b>06</b>
<b>Unit – 7 Capital Structure and Firms Value</b>	<b>7.1.</b> Net Income Approach. <b>7.2.</b> Net Operating Income Approach. <b>7.3.</b> Traditional Approach. <b>7.4.</b> MM Approach. <b>7.5.</b> EBIT --- EPS Analysis. <b>7.6.</b> ROI --- ROE Analysis.	<b>03</b>
<b>Unit – 8 Dividend Decisions</b>	<b>8.1.</b> Dividend Theories. <b>8.2.</b> Factors Affecting the Dividend Policy. <b>8.3.</b> Alternative Forms of Dividend. <b>8.4.</b> Dividend Discount Model.	<b>03</b>
<b>Unit – 9 Working Capital Management</b>	<b>9.1.</b> Cash and Liquidity Management. <b>9.2.</b> Credit Management. <b>9.3.</b> Determination of Working Capital and its Financing. <b>9.4.</b> CMA form for Working Capital.	<b>02</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>

**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. Brigaham & Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.
7. Kishore, R., Financial Management, Taxmans Publishing House, New Delhi.
6. D.N. Elhance, Veena Elhance and B. M. Aggrawal, "**Fundamentals of Statistics**", Allahabad: Kitab Mahal.

<b>M.B.A. (Marketing Management)</b> <b>SEMESTER II</b> <b>Batch 2021-23</b>			
<b>SUBJECT NAME</b>	<b>OPERATION RESEARCH</b>	<b>SUBJECT CODE</b>	<b>MS5D-518</b>
		<b>TOTAL CREDITS</b>	<b>03</b>
<b>SUBJECT NATURE: GENERIC</b>			
<b>COURSE OBJECTIVE:</b>			
<ul style="list-style-type: none"> <li>• The objectives of this course are to help the students acquire quantitative tools.</li> <li>• The use of these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.</li> </ul>			
<b>LEARNING OUTCOME:</b>			
<p>At the end of the course students should be able to;</p> <p>4. Develop models as per the requirements of the practicing managers and to get solutions from them.</p> <p>5. Describe and attain of decision science skills for the management processes.</p>			
<b>EXAMINATION SCHEME:</b>			
<p>The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.</p>			
<b>COURSE CONTENTS</b>			<b>No. of Sessions</b>
<b>Unit-1 Quantitative Techniques and Operations Research</b>	1.1. Meaning, Scope of Quantitative Techniques and Operations Research in Management 1.2 Modeling in OR 1.3 Advantages and Limitations of Quantitative Techniques/Operation Research.	<b>04</b>	
<b>Unit-2 Linear Programming</b>	2.1 Meaning of Linear programming 2.2 General Mathematical Formulation of LPP 2.3 Graphical Analysis 2.4 Simplex Method and Big-M Method. 2.5 Advantage and limitations of LPP.	<b>10</b>	
<b>Unit-3 Transportation Model and Assignment Problem</b>	4.1. Transportation Problem as a particular case of LPP Mathematical Formulation 4.2 Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method. 4.3. Assignment Model as a particular case of transportation model, 4.4. Formulation of assignment problems, Solution of assignment problems using Hungarian Method (Minimization and Maximization)	<b>10</b>	
<b>Unit- 4 Game Theory</b>	5.1 Introduction to Games 5.2 Maximin and Minimax Principles 5.3 Pure and Mixed Strategies 5.4 Rule of dominance 5.5 Solutions of Games using –Algebraic and Graphical Methods 5.6 Game theory and linear programming	<b>05</b>	

<b>Unit -5 Replacement Models</b>	6.1 Introduction and Scope in Management 6.2 Single Equipment Replacement Model and Group Replacement 6.3 Replacement of items which deteriorate with time and items which fails suddenly.	<b>04</b>
<b>Unit-6 Waiting Line Models</b>	7.1 Introduction and Scope in Management Decisions, 7.2 Queuing Models M/M/1 (Infinite and Finite Population), 7.3 Concepts and applications of M/M/C.	<b>04</b>
<b>Unit-7 Inventory Control Models</b>	8.1 Deterministic Inventory Control Models 8.2 ABC and other classifications	<b>08</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>

**Text Reading: Latest Editions**

- 1 Haruly M. Wagner, “**Principles of Operations Research with application to managerial decisions**”, New Delhi: Prentice Hall of India Pvt. Ltd.
- 2 Hamdy A. Taha, “**Operations Research: An Introduction**”, New Delhi: Prentice Hall of India Pvt. Ltd.
- 3 N. D. Vohra. “**Quantitative Techniques**”, New Delhi: Tata McGraw Hill Publications.
- 4 V. K. Kapoor, “**Problems and Solutions in Operations Research**”, New Delhi: Sultan Chand and Sons.
- 5 P. K. Gupta and D. S. Hira, “**Operations Research**”, New Delhi: Sultan Chand Publications.