

INSTITUTE OF MANAGEMENT STUDIES
Devi Ahilya University, INDORE

Institute of Management Studies
Devi Ahilya Vishwavidyalaya Indore
MBA (Marketing Management) MS5D

Semester II

Batch 2017-19

Programme Objectives:

1. To empower students with a 360 degree exposure of marketing as a unique yet integral functional area of business management.
2. To impart in-depth knowledge of the varied functionalities of marketing to ensure global employability of students.
3. To encourage and to empower students with requisite knowledge, skills and abilities to start their own ventures.

Semester II

S. No.	Code	Subjects	Credits
1	MM201C	Operations Research	3
2	MM202C	Sales Management	3
3	MM203C	Supply Chain Management	3
4	MM204C	Marketing Research	3
5	MM205C	Consumer Behavior	3
6	MM206C	Human Resource Management	3
7	MM207C	Managerial Economics	3
8	MM208C	Financial Management	3
9	MM209C	Comprehensive Viva-voce	3
		Total Credits	27

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M.B.A. (MARKETING MANAGEMENT)			
Batch 2017-19			
Semester II			
Subject Name	OPERATIONS RESEARCH	Subject Code	MM-201C
		Total Credits	03

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Subject Nature: GENERIC		
Course Objective:		
<ul style="list-style-type: none"> • The objectives of this course are to help the students acquire quantitative tools. • 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. 		
Learning Outcome:		
At the end of the course students should be able to;		
<ol style="list-style-type: none"> 1. Develop models as per the requirements of the practicing managers and to get solutions from them. 2. Describe and attain of decision science skills for the management processes. 		
Examination Scheme:		
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		Class Room Contact Sessions
Unit – 1 Quantitative Techniques and Operations Research	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.	06
Unit – 2 Linear Programming	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.	10
Unit – 3 Non Linear Programming	3.1. Concepts and Applications of Dynamic Programming, Quadratic Programming, Integer Programming and Non-linear Programming (Concepts and applications only)	02
Unit– 4 Transportation Model and Assignment Problem	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).	10

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Unit-5 Game Theory	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.	05
Unit –6 Replacement Models	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.	04
Unit-7 Waiting Line Models	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.	06
Unit-8 Simulation	8.1. Concept of Simulation and its applications.	02
TOTAL CLASSROOM CONTACT SESSIONS		45

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.

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Batch 2017-19			
Semester II			
Subject Name	SALES MANAGEMENT	Subject Code	MM-202C
		Total Credits	03
Subject Nature: CORE			
Course Objective:			
<ul style="list-style-type: none"> • The objective of this course is to understand concept of sales Management and to acquire the skills for managing sales efforts. 			

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Learning Outcome:		
At the end of the course students should be able to;		
<ol style="list-style-type: none"> 3. Apply the various skills in selling. 4. Prepare a strong foundation for creating a strong sales organization. 5. Develop a strong sales team through audit and performance evaluation. 		
Examination Scheme:		
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		Class Room Contact Sessions
Unit – 1 Personal Selling	1.1. The Role of personal selling in marketing mix. 1.2. The personal selling process, Personal selling objectives 1.3. Types of Sales Jobs	08
Unit –2 Theories of Sales Management	2.1. Objectives, Nature and Scope. 2.2. Buyer - Seller Dyads, 2.3. Theories of selling - AIDAS Theory, “Right set of circumstances” Theory, “Buying Formula” Theory, and Behavioral Equation Theory of selling.	08
Unit –3 Sales Planning	3.1. Sales Organization 3.2. Sales Forecasting 3.3. Sales Budgeting, Territory Design and Setting Quotas.	08
Unit – 4 Operational Sales Management	4.1. Sales Meetings 4.2. Selection, Training, Motivation and Compensation.	08
Unit –5 Controlling Sales Efforts	5.1. Sales control and audit 5.2. Performance evaluation and monitoring of sales force.	07

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Unit –6 Emerging Trends and Careers in Sales Management	6.1. Emerging Trends in Sales Management. 6.2. Emerging trends in Sales Management.	06
	TOTAL CLASSROOM CONTACT SESSIONS	45
Text Reading: Latest Editions 1. Cundiff and Govni, “Sales Management - Decisions, Strategy and Cases”, New Delhi: Prentice Hall of India. 2. Ingram, Laforge, Avila, Schwegker and Williams, “Sales Management”,		
Suggested Readings: Latest Editions 1. Johnson, Kurtz and Scheving–“Sales Management, Concept Practice and Cases”, TMH. 2. Churchill/Ford/Walkar, Sales Force Management, TMH – 2010 3. Spiro, Stanton, Rich, Management of Sales Force, TMH – 2009 4. Hair – Sales Management – Cengage – 2010 5. Manning, Selling Today: Creating Customer Value Pearson – 2009.		

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M.B.A. (MARKETING MANAGEMENT)			
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Semester II			
Subject Name	SUPPLY CHAIN MANAGEMENT	Subject Code	MM-203C
		Total Credits	03
Subject Nature: SKILL ENHANCEMENT			
Course Objective:			
<ul style="list-style-type: none"> 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. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> Understand the Supply Chain Structure. 			

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- Develop, Establish & Manage Supply Chain.

Examination Scheme:

- 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.

Course Contents

**Class Room
Contact
Sessions**

Unit – 1 Introduction to Supply Chain Management	Concept, Scope, Objectives and importance of supply chain, Supply chain components, Drivers of supply chain management. Achieving strategic. Six sigma concept	06
Unit – 2 Planning Demand and Supply Chain	Role of forecasting in supply chain, Forecasting Methods, Aggregate Planning in a Supply Chain, Managing Supply and Demand, Models for Supply Chain Decision Making.	06
Unit – 3 Managing Inventory	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.	06
Unit – 4 Transportation and Facility Decisions	Factors Affecting Transportation and Network Design Decisions, Modes of Transportation, Routing and Scheduling in Transportation, Models for Facility Location and Capacity Allocation.	06
Unit – 5 A Framework for Strategic Alliances	Third Party Logistics; Retailer – Supplies Partnerships, Types and Key issues; Distribution Integration, Types and Key Issues; Procurement and Outsourcing Strategies.	06
Unit – 6 IT Technology and e-Business in Supply Chain Management	Role of IT in Supply Chain, Importance and Use of Information in Supply Chain, Infrastructure and Interface Devices.	06
Unit – 7 Green Supply Chain	Environment Management, Carbon foot-print.	03

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

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Batch 2017-19			
Semester II			
Subject Name	MARKETING RESEARCH	Subject Code	MM-204C
		Total Credits	03
Subject Nature: CORE			
Course Objective:			
<ul style="list-style-type: none"> The objective of the course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report (s) / paper(s). 			

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Learning Outcome:		
At the end of the course students should be able to;		
<ul style="list-style-type: none"> • Apply the various skills in marketing research. • Prepare a strong foundation for creating a strong marketing research base. 		
Examination Scheme:		
The objective of the course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report (s) / paper(s).		
Course Contents		Class Room Contact Sessions
Unit – 1 Introduction to Marketing Research	Role and Objectives of Marketing Research, Type of marketing research, Research process: Overview, problems encountered by researcher, Application of marketing research	6
Unit – 2 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).	7
Unit – 3 Sources of Data & Sampling Technique	Secondary and primary sources, standardized sources, use of internet. Sampling Theory and Design of Sample Survey: Census vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors.	7
Unit – 4 Measurement of Scaling Concepts	Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, classification and testing (reliability, verification and validity) scales, Designing questionnaires and interview guidelines.	7
Unit – 5 Data Collection and Analysis	Collection, Organization, Presentation, Analysis and Interpretation of Primary and Secondary Data, Multiple Regression, Factor Analysis, Cluster Analysis, Perceptual Mapping, Multidimensional Scaling, Discriminate and Canonical Analysis, Conjoint Analysis.	6
Unit – 6 Interpretations and Report	Meaning of interpretation, Techniques of Interpretation, precautions in interpretations, significance of report writing, steps in report writing, layout of report and precautions in writing research reports.	6

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Writing		
Unit – 7	Traditional Applications of Marketing Research - Product, Price, Distribution and Promotion; Contemporary Applications – Brand Equity, Customer Satisfactions; Emerging Applications – Database Marketing, Relationship Marketing, CRM, SCM.	6
Marketing Research Applications		
TOTAL CLASSROOM CONTACT SESSIONS		45
Text Reading: Latest Editions		
1. Rajendra Nargundkar, Marketing Research Text and Cases, Tata McGraw Hill.		
2. Donald R. Cooper and P.S. Schindler, Marketing Research concepts and Cases, Tata McGraw Hill.		
3. P.E. Green, D.S. Tall and G. Albaum, Research for Marketing Decisions, PHI.		
4. H.W. Boyd, R. Westfall and S.F. Stasch, Marketing Research -Text and Cases, Richerd D. Irwin.		
5. Naresh K. Malhotra, Marketing Research An Applied Orientation, Pearson Education		
6. Elhance, Fundamental of Statistics, Kitab Mahal.		

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Batch 2017-19			
Semester II			
Subject Name	CONSUMER BEHAVIOR	Subject Code	MM-205C
		Total Credits	03
Subject Nature: CORE			
Course Objective:			
<ul style="list-style-type: none"> • The objectives of this course is 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 excelthrough case studies, roleplaying& power point presentation. 			
Learning Outcome:			
At the end of the course students should be able to;			
6. Explain the concept behind Consumer Behavior			
7. Discuss consumer decision process			
8. Highlight the External and Internal factors that influences consumer behavior			
9. Discuss Future of Consumer Behavior.			

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Examination Scheme:		
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.		
Course Contents		Class Room Contact Sessions
Unit – 1 Introduction to Consumer Behavior and Consumer Research	1.1 Nature 1.2 Scope and application of Consumer Behavior 1.3 Consumer Research	08
Unit–2 Consumer Decision Processes	2.1. Pre-purchase process: Information processing 2.2. Purchase Processes: Consumer Decision rules 2.3. Post Purchase Processes: Framework, dissonance satisfaction / dissatisfaction	07
Unit–3 Consumer Behaviour Models	3.1. Nicosia Model 3.2. Howard Sheth Model 3.3. Engel-Blackwell and Miniard Model 3.4. Sheth Family Decision Making Model	06
Unit– 4 Individual Determinants of Consumer Behavior	4.1. Demographics Psychographics, Personality, Life Style, Perception, Motivation, Involvement, Knowledge, belief, Feelings, and attitudes.	08
Unit –5 Environmental Influences on Consumer Behavior	5.1 Culture, Cross cultural understanding, social class, family. Family life-cycle group and personal influence, word of mouth communication, opinion leadership.	06

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Unit-6 Future of Consumer Behaviour	6.1 Future of Consumer Behaviour	06
Unit – 7 Consumer Behaviour in Indian Context	7.1 Consumer Behaviour in Indian Context.	04
	TOTAL CLASSROOM CONTACT SESSIONS	45
<p>Text Readings: (Latest Editions)</p> <ol style="list-style-type: none"> Balckwell; R.D., Miniard, P.W. and Engel, J.F., “Consumer Behaviour”, Cengage. Schiffman L.G. and Kanuk L.L., “Consumer Behaviour”, Pearson 2011 Mukharjee – Consumer Behaviour, Cengage – 2011 Majumdar : Consumer Behaviour, PHI- 2010 <p>Suggested Readings</p> <ol style="list-style-type: none"> Assel, H., “Consumer Behaviour”, Thomson Solomon M.R., “ Consumer Behaviour”, PHI 		

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M.B.A. (MARKETING MANAGEMENT)			
Batch 2017-19			
Semester II			
Subject Name	HUMAN RESOURCE MANAGEMENT	Subject Code	206C
		Total Credits	03
Subject Nature: GENERIC			
Course Objective:			
<ul style="list-style-type: none"> ● To make students aware about different functions of human resource management. ● To make an understanding among students about different terms closely associated with HRM. 			

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Learning Outcome:		
At the end of the course students should be able to;		
<ol style="list-style-type: none"> 1. Define HRM and understand its importance in managing diverse workforce. 2. Help students to make themselves skilled in HR function for the present day organisation. 		
Examination Scheme:		
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		Class Room Contact Sessions
UNIT –1 The Field of HRM	1.1 Introduction- Nature, Scope, Function and Importance of HRM 1.2 Personnel to HRM 1.3 Models of HRM-ASTD, other HRM models 1.4 Formulations and essentials of sound HR policies	10
Unit-2 Human Resource Planning	2.1 Concept and Need of HRP, Factors affecting HRP 2.2 HR planning process- Environment scanning, HR demand forecast, HR supply forecast 2.3 Requisites for successful HRP 2.4 Job design and Job analysis- Job Description and Job Specification	08
Unit-3 Recruitment and Selection	3.1 Recruitment-Concept, Factors affecting recruitment, Sources of recruitment 3.2 Selection- Concept, Selection Process, Evaluation of Selection Process 3.3 Placement and Induction.	06

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Unit- 4 Training and Development of HR	<p>4.1 Training- Concept, Importance, determine training need, types of training methods</p> <p>4.2 Development- Concept, Methods, Career development and Succession Planning</p> <p>4.3 Performance Appraisal- Overview, Need, Appraisal Methods, Potential Appraisal</p> <p>4.4 Placement Promotion and Transfer.</p>	06
Unit -5 Maintenance of HR	<p>5.1 Job Evaluation- Concept, Objectives, Techniques</p> <p>5.2 Compensation Management- Overview, Components of compensation, factors affecting compensation</p> <p>5.3 Employee Incentives Schemes and Benefits</p> <p>5.4 Recent trends in compensation management.</p>	06
Unit-6 Employee Separation and Work Environment	<p>6.1 Separation- Retirement, Layoff, Discharge, VRS</p> <p>6.2 Grievance handling procedure</p> <p>6.3 Quality of Work Life</p>	05
Unit – 7 Contemporary Issues in HRM	<p>7.1 Basics of balance score card, Six sigma</p> <p>7.2 Competency mapping and learning organization</p> <p>7.3 HRIS and KM</p>	04
	TOTAL CLASSROOM CONTACT SESSIONS	45

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Text Reading: Latest Editions

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.

Suggested Readings

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. & Mattock J., “The New international Manager”, London, Kogan Press.

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M.B.A. (MARKETING MANAGEMENT)

Batch 2017-19

Semester II

Subject Name	MANAGERIAL ECONOMICS	Subject Code	MM-207C
		Total Credits	3

Subject Nature: GENERIC

Course Objective:

- To expose the students analyze and understand economic environment through real life examples and cases;
- To develop abilities to help them apply economic concepts in business.

Learning Outcome:

At the end of the course students should be able to;

10. Define fundamental concepts of economics.
11. Briefly analyze demands and its relationship with price and would be able to forecast the demand.
12. Apply the concept of cost and price and relationship between them to determine the profit of the organization.

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Examination Scheme:		
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		Class Room Contact Sessions
Unit – 1 Introduction to Economics and Managerial Economics	1.1. Nature and scope of Managerial Economics. 1.2. Characteristic and significance of Managerial Economics. 1.3. Relationship between Managerial Economics and Economics, Operation Research, decision making, Statistics, and Accounting.	05
Unit – 2 Fundamental Concepts	2.1. Incremental reasoning, Marginal analysis, Equi-marginal utility 2.2. Time perspective of economics, Opportunity cost, Consumer surplus, 2.3. Time value of money theories- Managerial and Behavioral	08
Unit-3 Demand Analysis	3.1. Concept, Determinates and types of demand 3.2. Utility and its types, Law of Diminishing Marginal Utility 3.3. Law of Demand, Elasticity of demand-price, 3.4. Income, Cross, Advertising & price expectation 3.5 Demand forecasting	07
Unit- 4 Production and Cost Analysis	4.1. Meaning of production, production function, short term and long term production analysis 4.2. Isoquant curve and Isocost lines, Ridge lines 4.3. Equilibrium production, expansion path, Intro to cost 4.4. Cost function, short run and long run cost function. 4.5. Economies and diseconomies of scale. Law of supply.	12
Unit -5 Pricing	5.1. Pricing, Price determination under perfect competition 5.2. Monopoly and price discrimination, Monopolistic competition 5.3. Oligopoly- kinked demand curve 5.4. Cartel formation, Price leadership	09

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Unit-6 Profit	6.1. Meaning of profit 6.2. Types and theories of profit 6.3 Profit planning – Break even analysis	04
	TOTAL CLASSROOM CONTACT SESSIONS	45

Text Books and Suggested Readings:

1. P. L. Mehta – Managerial Economics, Sultan Chand, New Delhi.
2. Mishra & Puri- Micro Economics –Himalayan Publishing House, New Delhi.
3. G. S. Gupta: Managerial Economics – Tata McGraw Hills, New Delhi
4. Peterson & Lewis- Managerial Economics, Princeton Hall of India, New Delhi

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Batch 2017-19

Semester II

Subject Name	FINANCIAL MANAGEMENT	Subject Code	MM-208C
		Total Credits	03

Subject Nature: CORE

Course Objective:

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.

Learning Outcome:

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.

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Examination Scheme:		
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		Class Room Contact Sessions
Unit – 1 Introduction	1.1. Meaning and Objectives of Financial Management. 1.2. Scope and Functions of Financial Management. 1.3. Wealth Maximization v/s Profit Maximization. 1.4. Short Term and Long Term Sources of Finance in India.	06
Unit-2 Cost-Volume-Profit Analysis	2.1. Concept, BEP in units, BEP in Rupees, 2.2. Multiproduct BEP. 2.3. Margin of Safety. 2.4. P/V Ratio. 2.5. Relationship between Cost, Volume and Profit.	05
Unit-3 Ratio Analysis	3.1. Liquidity Ratios. 3.2. Profitability Ratios. 3.3. Leverage Ratios. 3.4. Activity Ratios. 3.5. Calculation and Interpretation of Ratios.	03
Unit- 4 Investment and Financing Decisions	4.1. Concept of Time Value of Money. 4.2. DCF and Non DCF Methods for Evaluating Projects, 4.3. Relationship between Investment and Financing Decisions, 4.4. Cost of Debt & Bonds, Cost of Preference Share, Cost of Equity, Weighted Average Cost of Capital.	06
Unit –5 Leverage Analysis	5.1. Determination of operating leverage, financial leverage and total leverage, 5.2. Leverage and Financial Distress.	06

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

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

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