

**INSTITUTE OF MANAGEMENT STUDIERS  
DEVI AHILYA VISHWAVIDYALAYA, INDORE**

**M.B.A. (MARKETING MANAGEMENT) SEMESTER - II**

S.No.	Code	Course Name	Type	Credit
01.	MS5D-502	Logistics&SupplyChainManagement	Compulsory	3
02.	MS5D-504	ConsumerBehavior	Compulsory	3
03.	MS5D-506	Sales and Distribution Management	Compulsory	3
04.	MS5D-508	Marketing Research	Compulsory	3
05.	MS5D-510	HumanResourceManagement	Compulsory	3
06.	MS5D-512	DigitalMarketing	Compulsory	3
07.	MS5D-514	ManagerialEconomics	Compulsory	3
08.	MS5D-516	FinancialManagement	Compulsory	3
09.	MS5D-552	ComprehensiveVivaVoce'	Compulsory	3*
<b>TotalCredits:24+3virtualcredits*</b>				

**INSTITUTE OF MANAGEMENT STUDIES**  
**M.B.A.(MARKETING MANAGEMENT)**  
**Batch 2023-25**  
**Semester II**

<b>Subject Name</b>	<b>Logistics &amp; Supply Chain Management</b>	<b>Subject Code</b>	<b>MS5D-502</b>
		<b>Total Credits</b>	<b>03</b>

**Course Objective:**

- 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 enterprise's effectiveness and competitiveness. Student would be encouraged to use computers if software packages for problem solving.

**Learning Outcome:**

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

- Understand the Supply Chain Structure.
- 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 the best two will be considered. The end semester examination will be worth 60 marks.

**Course Contents**

<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 concepts
<b>Unit-2 Planning Demand &amp; 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>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>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>Unit-5 A Framework for Strategic Alliances</b>	Third Party Logistics; Retailer – Supplier Partnerships, Types and Key issues; Distribution Integration, Types and Key Issues; Procurement and Outsourcing Strategies.

<p align="center"><b>Unit-6 IT Technology and Business in Supply Chain Management</b></p>	<p>Role of IT in Supply Chain, Importance and Use of Information in Supply Chain, Infrastructure and Interface Devices.</p>
<p align="center"><b>Unit-7 Green Supply Chain</b></p>	<p>Environment Management, Carbon foot-print.</p>
<p align="center"><b>Unit-8 Distribution Management &amp; Customer Satisfaction</b></p>	<p>Customer Service Through Effective and Responsive Supply Chain, Supply Chain for Customer Satisfaction, Enhancing Customer Relationship through Supply Chain Management.</p>
<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>	

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**Semester II**

<b>SubjectName</b>	<b>Consumer Behaviour</b>	<b>SubjectCode</b>	<b>MS5D-504</b>
		<b>TotalCredits</b>	<b>03</b>

**Course Objective:**

- 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, role playing & power point presentation.

**Learning Outcome:**

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

12. Explain the concept behind Consumer Behaviour
13. Discuss consumer decision process
14. Highlight the External and Internal factors that influence Consumer Behaviour
15. Discuss Future of Consumer Behaviour.

**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**

<b>Unit-1</b> <b>Introduction to Consumer Behaviour</b>	1.1 Definition and scope of Consumer Behaviour, 1.2 Linkage with Marketing Strategy, Application of Consumer Behaviour and Consumer Research.
<b>Unit-2</b> <b>Environmental influences on Consumer Behaviour</b>	2.1 Understanding culture, Subculture and its marketing implications in Consumer Behaviour, Culture process; 2.2 Social Class, Measurement of social class, social class mobility 2.3 Family, Family life cycle and Family decision making process, Understanding Husband – Wife decision role, Children's & Peer group influence in family decision making; 2.4 Personal influence, Reference Groups word of mouth communication, opinion leadership.
<b>Unit-3</b> <b>Individual Determinants of Consumer Behaviour</b>	4.1. Demographics; Concept and Applications – Motivation, Learning, Knowledge, Involvement, Perception, Attitude formation and change, Personality and Self Concept, Psychographics and Lifestyle.

<p style="text-align: center;"><b>Unit-4</b></p> <p><b>Consumer Decision process and Models</b></p>	<p>4.1 Consumer Decision Making Models.</p> <p>4.2 Pre – purchase process: Information processing, Types of information and sources, external and internal search, marketing strategies.</p> <p>4.3 Purchase Process: Consumer choice making process, Evaluative criteria, Decision rules.</p> <p>4.4 Post Purchase Process; Framework, dissonance satisfaction/ Dissatisfaction.</p>
<p style="text-align: center;"><b>Unit-5</b></p> <p><b>Strategic Applications of Consumer Behaviour</b></p>	<p>5.1 Consumerism</p> <p>5.2 Application of AI in consumer Behaviour.</p>
<p><b>Text Readings:</b> (Latest Editions)</p> <ol style="list-style-type: none"> <li>1. Balckwell; R.D., Miniard, P.W. and Engel, J.F., “<b>Consumer Behaviour</b>”, Cengage.</li> <li>2. Schiffman L.G. and Kanuk L.L., “<b>Consumer Behaviour</b>”, Pearson 2011</li> <li>3. Mukharjee – Consumer Behaviour, Cengage – 2011</li> <li>4. Majumdar : Consumer Behaviour, PHI-2010</li> </ol> <p><b>Suggested Readings</b></p> <ol style="list-style-type: none"> <li>1. Assel, H., “<b>Consumer Behaviour</b>”, Thomson</li> <li>2. Solomon M.R., “<b>Consumer Behaviour</b>”, PHI</li> </ol>	

**INSTITUTE OF MANAGEMENT STUDIES****M.B.A.(MARKETINGMANAGEMENT)Batch2023-****25****Semester II**

<b>Subject Name</b>	<b>Sales &amp; Distribution Management</b>	<b>Subject Code</b>	<b>MS5D-506</b>
		<b>Total Credits</b>	<b>03</b>

**Course Objective:**

The objectives of this course are to expose the students to various aspects of sales and distribution Management as an integral part of marketing management and provide abilities in sales and distribution system.

**Learning Outcome:**

Upon successful completion of this course student will be able to understand the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

**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 case/practical problems.

**Course Contents**

<b>Unit –I Personal Selling</b>	1.1The role of personal selling in marketing mix, 1.2Personal selling process, 1.3Personal selling objectives, Types of sales job.
<b>Unit-2 Theories of Sales Management</b>	2.1Objectives, Nature and scope. 2.2Buyer – Seller Dyads, 2.3Theories of Selling- AIDAS Theory, “Right set of circumstances” Theory, “Buying formula” Theory, and Behavioral equation theory of selling.
<b>Unit-3 Sales Planning</b>	3.1Sales organization, Sales forecasting, Sales Budgeting, 3.2Territory design and setting Quotas.
<b>Unit- 4 Operational Sales Management</b>	4.1Recruitment, Selection, Training, Motivation and Compensation, 4.2Evaluation and Control of sales force. 4.3Performance Measures
<b>Unit -5 Distribution</b>	5.1Design of distribution channel, 5.2Management of channels and maintain relationVertical and Horizontal Marketing Systems.

<p><b>Unit -6 Whole Selling and Retailing</b></p>	<p>6.1 Importance, Types, Marketing decisions for whole seller,          6.2 Retailing: Importance, Types, Retailer marketing decisions          6.3 Managing Co-operation, Conflict and competition,</p>
<p><b>Unit – 7 Physical Distribution</b></p>	<p>7.1 Objectives, Order processing, Warehousing inventory,          7.2 Transportation, Organizing for physical distribution, EDI and Supply chain,          7.3 Internet as a medium for order processing and information.</p>
<p><b>Learning Resources:</b>  <b>Text Reading:</b>          1. Cundiff and Govni, “Sales Management – Decisions, Strategy and Cases”, New Delhi: Prentice Hall of India.          2. Ingram, Laforge, Avila, Schepker and Williams, “ Sales Management”, Thomson.  <b>Suggested Readings</b>          1. Watuba R. Thomsas., “ Sales Management – Texts and Cases”, Business Publication Inc.          2. Johnson, Kurtz and Scheving, “ Sales Management, Concept Practice and Cases”, McGraw Hill NY.</p>	

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**Batch2023-25**  
**Semester II**

<b>SubjectName</b>	<b>MarketingResearch</b>	<b>SubjectCode</b>	<b>MS5D-508</b>
		<b>TotalCredits</b>	<b>03</b>
<b>CourseObjective:</b>			
<ul style="list-style-type: none"> <li>• Theobjectivesofthecourseareto equip the studentwiththeconceptand methodsofBusinessResearch.</li> <li>• Thestudentwillbeabletoplan, designandcarryoutbusinessresearchusingscientificmethodsandprepareresearchreport(s)/ paper(s).</li> </ul>			
<b>LearningOutcome:</b>			
Attheendofthecoursestudents shouldbeableto;			
1.Helptogetsolutionstotheproblemsinthecorporateworldthroughresearch.2.Develop researchpaperstounderstandtheintricaciesofresearch.			
3.Describeand attainsomeelementarylevelofdataanalysisapplicableinresearch.			
<b>Examinationscheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each ofwhich best two will be considered. The end semester examination will be worth 60 marks having theory andcases/practicalproblems.			
<b>Course Contents</b>			
<b>UNIT–I Introduction toMarketing Research</b>	1.1 Roleandobjectivesofbusinessresearch 1.2 Typesofresearch, Researchprocess:Overview 1.3 Problemsencounteredbyresearchers, Application of Marketing Research.		
<b>Unit-2 ResearchDe sign</b>	2.1 Selecting researchproblem, defining research problem, 2.2 Needforresearchdesign, 2.3 Featuresofagoodresearchdesign 2.4 Different research designs (exploratory,descriptive,experimentalanddiagnostic research, hypothesis testing).		
<b>Unit-3 Sources and Data &amp; Sampling Technique</b>	3.1 Secondary and primary sources, standardized sources, use of internet, Sampling Theory and Design of Sample Survey: Census vs Sample Enumerations, 3.2 ObjectivesandPrinciplesofSampling, TypesofSampling, SamplingandNon-SamplingErrors.		
<b>Unit-4 Measurementan d ScalingConcepts</b>	4.1 Measurementinresearch, 4.2 Measurementscales, 4.3 Sourcesoferrorsinmeasurement, 4.4 Techniquesofdevelopingmeasurement tools, 4.5 Classificationandtesting(reliability, verificationandvalidity)scales Designingquestionnaires and interview guidelines.		

<b>Unit-5</b> <b>Data Collection and Analysis</b>	5.1 Data Collection, Organization and Presentation, 5.2 Analysis and Interpretation of Primary and Secondary Data, 5.3 Multiple Regression, Factor Analysis, Cluster Analysis, 5.4 Perceptual Mapping, Multidimensional Scaling, Discriminate and Canonical Analysis, Conjoint Analysis.
<b>Unit-6</b> <b>Interpretation and 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, Precautions in writing research reports.
<b>Unit – 7</b> <b>Marketing Research Applications</b>	7.1 Traditional Applications of Marketing Research – Product, Price, Distribution and Promotion; 7.2 Contemporary Applications – Brand Equity, Customer Satisfaction; 7.3 Emerging Applications – Database Marketing, Relationship Marketing, CRM, SCM.
<b>Text Reading: Latest Editions</b> 1 William G. Zikmund, “ <b>Business Research Methods</b> ”, Orlando: Dryden Press. 2 C. William Emory and Cooper R. Donald, “ <b>Business Research Methods</b> ”, Boston, Irwin. 3 Fred N. Kerlinger, “ <b>Foundations of Behavioural Research</b> ”, New Delhi: Surjeet Publications. 4 David Nachmias and Chava Nachmias, “ <b>Research Methods in the Social Sciences</b> ”, New York: St. Martin’s Press. C.R. Kothari, “ <b>Research Methodology: Methods and Techniques</b> ”, New Delhi: Vishwa Prakashan.	

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**Semester II**

<b>SubjectName</b>	<b>Human ResourceManagement</b>	<b>SubjectCode</b>	<b>MS5E-10</b>
		<b>TotalCredits</b>	<b>03</b>

**CourseObjective:**

1. To make students aware about different functions of human resource management.
2. To develop understanding in students about different terms closely associated with HRM.
3. To provide and incorporate knowledge about possible changes that may affect the overall organization.

**LearningOutcome:**

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

1. assimilate high employee morale and sound human relations by sustaining and improving the various conditions and facilities.
  2. execute relevant strategies without disturbing inter-relationships and avoid disputes/conflicts within an organization by smooth transition of changes
  3. ponder Employing people, training them, compensating them, developing policies relating to them, and developing strategies to retain them
1. Define HRM and understand its importance in managing diverse workforce.
  2. Help student to make themselves skilled in HR function for the present-day organization.

**Examinationscheme:**

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**

<b>Unit-I The field of HRM</b>	1.1 Concept and Functions 1.2 Evolution of Human Resource Management 1.3 Models for excellence 1.4 HRM Models
<b>Unit-2 HR Policies</b>	2.1 Formulation and Essentials of Sound HR Policies 2.2 Factors Influencing Personnel Policy of the Organisation
<b>Unit-3 Acquisition of Human Resources</b>	3.1 Job Analysis 3.2 Job Description and Job Specification 3.3 Job Evaluation 3.4 An overview of Recruitment & Selection
<b>Unit-4 Development of Human Resources</b>	4.1 Orientation and Induction 4.2 Determining Training Needs 4.3 Overview of Training and Development
<b>Unit-5 Maintenance Of Human Resources</b>	5.1 Placement, Promotion and Transfer 5.2 Performance Appraisal 5.3 Career and Succession Planning

<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 workspaces 7.3 Future Challenges for HRM</p>

**Text Readings: Latest Editions**

- David S. Decenzo and Stephen P. Robbins, "Personnel/Human Resource Management", New Delhi, Prentice Hall.
- Michael Armstrong, "A Handbook of Human Resource Practice", London, Kogan Page.
- K. Aswathappa (Author) "Human Resource Management: Text & Cases" | 8th Edition McGraw Hill.
- V.S. PRao. "Human Resource Management" Taxmann

**Suggested Readings**

- William B. Werther Jr. and Keith Davis, "Human Resources and Personnel Management", Singapore, McGraw Hill.
- P Subba Rao, "Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games", Mumbai, Himalaya.
- Biswajeet Patanayak, "Human Resource Management" New Delhi, Prentice Hall India.
- Holloway J. Ed., "Performance Measurement and Evaluations", New Delhi, Sage Publications. Guy V. & Mattock J., "The New International Manager", London, Kogan Press

**INSTITUTE OF MANAGEMENT STUDIES**  
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**Batch 2023-25**  
**Semester II**

<b>Subject Name</b>	<b>Digital Marketing</b>	<b>Subject Code</b>	<b>MS5D-512</b>
		<b>Total Credits</b>	<b>03</b>

**Course Objective:**

The course aims at developing an understanding of Digital Marketing and the various processes associated with it.

**Learning Outcome:**

The students will develop the expertise required to evaluate, analyse and create digital marketing and digital communication campaigns, digital advertising, e-business and web marketing.

**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 case/practical problems.

**Course Contents**

<b>Unit-1 Principles and Drivers of New Marketing Environment</b>	<ul style="list-style-type: none"> <li>1.1 Digital media industry- Reaching Audience through Digital Channels</li> <li>1.2 Traditional and Digital Marketing</li> <li>1.3 Introduction to online marketing Environment</li> <li>1.4 Dotcom Evolution, Internet Relationship,</li> <li>1.5 Business in modern economy,</li> <li>1.6 Integrating e-Business to an existing Business Model</li> <li>1.7 Online Marketing Mix – Mobile Marketing – Digital Signage.</li> </ul>
<b>Unit-2 Purchase Behaviour of Consumers in Digital Marketing Format</b>	<ul style="list-style-type: none"> <li>2.1 Online Customer Expectations, Online B2C Buying Process</li> <li>2.2 Online B2C Buying Behaviour</li> <li>2.3 Website Designing, Website content</li> <li>2.4 Forms of Search Engines, Working of Search Engines, Revenue Models in search engine positioning – SEO – Display Advertising – Trend</li> </ul>
<b>Unit-3 Product Attributes and Web Marketing Implications</b>	<ul style="list-style-type: none"> <li>3.1 Augmented Product Concept – Customizing the Offering</li> <li>3.2 Dimensions of Branding Online - Internet Pricing Influences – Price and Customer Value – Online Pricing Strategies and Tactics</li> <li>3.3 Time based online pricing- Personalized Pricing – Bundle pricing</li> </ul>
<b>Unit- 4 Internet Enabled Retailing</b>	Turning Experience Goods into Search Goods – Personalization through Mass Communication – Choice Assistance – Personalized Messaging
	4.3 Selling through online intermediaries – Direct to Customer Interaction – online channel Design for B2C and B2B Marketing.

<p><b>Unit-5Integration of onlinecommunication</b></p>	<p>5.1 Integrating onlinecommunicationtoIMCProcess  5.2 OnlineAdvertising–Emailmarketing–ViralMarketing–Affiliate Marketing  5.3 ParticipatoryCommunicationNetworks–SocialMediaCommunities–ConsumerEngagement–Co-createdContentManagement  5.4 Interactive DigitalNetworks  5.5 CustomerLedMarketingCampaigns  5.6 LegalandEthicalAspectsrelatedtoDigitalMarketing</p>
<p><b>LearningResources:</b>  <b>TextReading:</b>LatestEdition  2. Smith PR Chaffey Dave, e-Marketing Excellence: The Heart of e-Business, ButterworthHeinemann,USA  3. StraussJudy,e-Marketing,PrenticeHall,India.</p>	

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**Semester II**

<b>Subject Name</b>	<b>Managerial Economics</b>	<b>Subject Code</b>	<b>MS5D-514</b>
		<b>TotalCredits</b>	<b>03</b>

**Course Objective:** Objective of this Course is to help the students analyse and understand economic environment.

At the end of the course learners will be able to;

1. Analyse how buyers and sellers interact in a free and competitive market to determine prices and quantities of goods.
2. Measure how changes in price and income affect the behaviour of buyers and sellers.
3. Use the concept of producer, consumer surplus, and total surplus to explain the outcomes of markets for individuals, firms, and society.
4. Analyse how firms can use various pricing strategies to maximize profit.
5. Evaluate macro-economic factors using various indicators.
6. Utilize strengths and weakness of fiscal and monetary policy to determine an appropriate stabilization policy for a given macroeconomic situation

**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 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).

**Note:** One Case / case let to be discussed in each Unit

### Course Contents

Unit 1	Content
<b>Introduction to economics and managerial economics</b>	1.1 Nature scope, characteristics and significance of managerial 1.2 economics. Relationship of managerial economics with economics, operation research, 1.2 Decision making, statistics, accounting.
<b>Unit 2 Fundamental concepts</b>	2.1 Incremental reasoning, Marginal analysis, Equimarginal utility, time perspective, 2.2 Consumer surplus, opportunity cost, time value of money 2.3 Theories of Firm – Managerial theories – Baumol and Williamson, Behavioural theories – Simon, Cyret and March

<p><b>Unit 3</b> <b>Supply &amp; Demand Analysis</b></p>	<p>3.1 – Concept, Determinates &amp; Types of Demand. Utility and its types, law of Diminishing Marginal utility.</p> <p>3.2 Demand Function, Law of Demand. Elasticity of Demand Price, Income, Cross,</p> <p>3.3 Advertising &amp; price expectation. Demand Forecasting</p>
<p><b>Unit 4</b> <b>Production and cost analysis:</b></p>	<p>4.1 Meaning of production, production function, short run and long run production analysis.</p> <p>4.2 Isoquant curves and Isocost lines, Ridge lines, Equilibrium production, expansion path.</p> <p>4.3 Cost – meaning and types of cost, cost function, short run and long run cost function.</p> <p>4.4 Economies and diseconomies of scale. Law of supply</p>
<p><b>Unit 5</b> <b>Pricing</b></p>	<p>5.1 Price determination under perfect competition.</p> <p>5.2 Monopoly and Price Discrimination, Monopolistic Competition, 5.3 Oligopoly – kinked demand curve, cartel formation,</p> <p>5.4 Price leadership.</p>
<p><b>Unit 6</b> <b>Profit</b></p>	<p>6.1 Meaning, types and theories of profit,</p> <p>6.2 Profit planning – break even analysis.</p>
<p><b>Unit 7</b> <b>Introduction to National Income</b></p>	<p>7.1 National Income Concepts - Models of National Income Determination - Economic Indicators - Technology and Employment - Issues and Challenges – Business Cycles – Phases Management of Cyclical Fluctuations - Fiscal and Monetary Policies.</p>

**Learning Resources:**

**Text Books:**

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

**Reference Books:**

- Koutsoyiannis – Modern Micro Economics, Macmillan Press, New Delhi
- Dr. Atmanand – Managerial Economics, Excel books, New Delhi
- Howard Davis – Managerial Economics, Macmillan Press, New Delhi
- D.N. Dwivedi – Managerial Economics, Vikas Publishing, New Delhi
- Hal Varian – Intermediate micro economics, Tata McGraw Hills, New Delhi

**Web References:** <http://ocw.mit.edu/courses/economics/>

**Supplementary Material:**

<p style="text-align: center;"><b>INSTITUTE OF MANAGEMENT STUDIES</b>  <b>M.B.A.(MARKETINGMANAGEMENT)</b>  <b>Batch2023-25</b>  <b>Semester II</b></p>			
<b>Subject Name</b>	<b>Financial Management</b>	<b>Subject Code</b>	<b>MS5D-516</b>
		<b>Total Credits</b>	<b>03</b>
<b>Course Objective:</b>			
<p>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.</p>			
<b>Learning Outcome:</b>			
<p>At the end of the course students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand Concepts of Financial Management and their Application in Financial Analysis and Interpretation.</li> <li>2. Use Financial Management Tools for Managerial Decision Making.</li> </ol>			
<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/practicalproblems.</p>			
<b>Course Contents</b>			
<b>Unit – 1 Introduction</b>	<ol style="list-style-type: none"> <li>1.1. Meaning and Objectives of Financial Management.</li> <li>1.2. Scope and Functions of Financial Management.</li> <li>1.3. Wealth Maximization v/s Profit Maximization.</li> <li>1.4. Short Term and Long-Term Sources of Finance in India.</li> </ol>		
<b>Unit–3 Ratio Analysis</b>	<ol style="list-style-type: none"> <li>3.1. Liquidity Ratios.</li> <li>3.2. Profitability Ratios.</li> <li>3.3. Leverage Ratios.</li> <li>3.4. Activity Ratios.</li> <li>3.5. Calculation and Interpretation of Ratios.</li> </ol>		
<b>Unit– 4 Investment and Financing Decisions</b>	<ol style="list-style-type: none"> <li>4.1. Concept of Time Value of Money.</li> <li>4.2.DCF and Non DCF Methods for Evaluating Projects,</li> <li>4.3. Relationship between Investment and Financing Decisions,</li> <li>4.4. Cost of Debt &amp; Bonds, Cost of Preference Share, Cost of Equity, Weighted Average Cost of Capital.</li> </ol>		
<b>Unit –5 Leverage Analysis</b>	<ol style="list-style-type: none"> <li>5.1. Determination of operating leverage, financial leverage and total leverage,</li> <li>5.2. Leverage and Financial Distress.</li> </ol>		
<b>Unit–6 Statement of Changes in Financial Position</b>	<ol style="list-style-type: none"> <li>6.1. Funds Flow Statement.</li> <li>6.2. Total Resource Method.</li> <li>6.3. Working Capital Method.</li> <li>6.4. Cash Method.</li> <li>6.5. Cash Flow Analysis.</li> </ol>		
<b>Unit – 7 Capital Structure and Firms Value</b>	<ol style="list-style-type: none"> <li>7.1. Net Income Approach.</li> <li>7.2. Net Operating Income Approach.</li> <li>7.3. Traditional Approach.</li> <li>7.4. MM Approach.</li> <li>7.5. EBIT --- EPS Analysis.</li> <li>7.6. ROI --- ROE Analysis.</li> </ol>		

<p><b>Unit – 8 Dividend Decisions</b></p>	<p>8.1. Dividend Theories. 8.2. Factors Affecting the Dividend Policy. 8.3. Alternative Forms of Dividend. 8.4. Dividend Discount Model.</p>
<p><b>Unit – 9 Short Term Asset Management</b></p>	<p>9.1. Determination of Working Capital and its Financing. 9.2. Computation of Cost of Short-Term Funds</p>

**Text Reading: Latest Editions**

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