

Humanities and Management Science Department
M.M.M. UNIVERSITY OF TECHNOLOGY, GORAKHPUR

The total syllabus change in the MBA program during 2016-17 to 2020-21 is 20%.

S. N. Singh
04/04/2022
Head

विभागाध्यक्ष
मानविकी व प्रदूषण विज्ञान विभाग
ममम प्रौद्योगिकी विश्वविद्यालय
गोरखपुर

The BOS meeting of Centre of Management Studies held in the chamber of co-ordinator on 19.1.2016 at 11AM.
The following were present.

- | | |
|-------------------------------|-----------------|
| 1. Dr. A.K. Daniel. | Chairman. |
| 2. Prof. Ashish Bajpai | External member |
| 3. Prof. A.K. Gupta | —do— |
| 4. Mr. Gurumukh Singh | —do— |
| 5. Mr. Ashutosh Shukla. | —do— |
| 6. Mr. Sanjay Singh | Internal member |
| 7. Mrs. Bharti Shukla. | —do— |
| 8. Mr. Ankita Tripathi | —do— |
| 9. Ms. Namita Gupta | —do— |
| 10. Ms. Shweta Kabra. | —do— |
| 11. Mr. Yogesh Shukla. | —do— |
| 12. Mrs. Nivedita Chaturvedi. | —do— |
| 13. Mohd. Kashif | —do— |

The following discussion were taken.

1. The coordinator welcome all the members of BOS.
2. The Panel of Theory Examiner of Even Semester, session 2015-16 for MBA, MCA, M.Tech & B.Tech. programme were discussed and finalized.
3. The panel of practical Examiners for MBA programme was finalized.
4. Revision of syllabus of MBA 02 was discussed and finalized. The name of the subject was changed from 'Industrial Economics and Management' to 'Engineering & Managerial Economics'.

Bharti
19/1/16

Shukla
19/1/16

Namita
19/1/16

Yogesh
19/1/16

Nivedita
19/1/16

Yash
19/1/16

2. Boyd, Harper w., et al Marketing Research: Text and Cases, Irwin, Homewood Illinois, 1998.
3. Douglas, S.P. and C.C. Samuel, International Marketing Research, Johan Wiley, New York, 1999.
4. Douglas, S. P. and C.C. Samuel, International Marketing Research, Prentice Hall of India Private, Ltd., New Delhi, 1983.
5. Green, P.E. et al, Research for marketing Decisions, Prentice Hall of India Ltd., New Delhi 1998.
6. Kumar, V. International Marketing Research, prentice Hall, 2004.
7. Malhortara, Naresb K., International Marketing Research - An Applied Orientation, 3rd ed., Person Education Asia, 1999.
8. Tull, D.S. and D. I. Hawkins, Marketing Research: Measurement and Methods, Prentice Hall of India Ltd., New Delhi, 1998.

| MBA-01 | INDUSTRIAL MANAGEMENT | 3 Credits (2-1-0) |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------|
| UNIT I | | 6 |
| Introduction: Management and Industrial Engineering and relation with other fields, Management concepts. | | |
| Plant Location and Layout: General considerations, Types of Layout, Cellular Manufacturing. | | |
| UNIT II | | 6 |
| Work Analysis and Measurement: Design of work methods, Time and motion study, Work sampling, Selection of labour and wage payment, Incentive and motivation. | | |
| Functional Management: Sources of finance, Balance sheet and Income statement, Different element of costs, Depreciation, Break-even analysis, Economic appraisal of projects. | | |
| UNIT III | | 6 |
| Production Planning and Control: Methodology, Aggregate Planning, Scheduling, Line of Balancing. | | |
| Quality Control: Concepts of quality, Acceptance sampling, Control Charts, Total Quality Management. | | |
| UNIT IV | | 6 |
| Material Management: Inventory management, Deterministic and probabilistic models of Inventory control, Material requirements Planning, JIT, ERP, SCM Business process Reengineering. | | |
| Project Management: CPM and PERT, Cost consideration and Crashing | | |
| Books & References: | | |
| 1. Joel Dean.. Managerial Economics, PHI Ltd., New Delhi. | | |
| 2. P. Crowson.. Economics for Managers, Macmillan, London. | | |
| 3. Prasanna Chandra.. Financial Management, TMH Pvt. Ltd., New Delhi. | | |

Old Syllabus

| MBA-02 | INDUSTRIAL ECONOMICS AND MANAGEMENT | 3 Credits (2-1-0) |
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| UNIT I | | 6 |
| Introduction: Meaning, Nature and Scope of Economics, Meaning of Science, Engineering and Technology. Managerial Economics and its scope in engineering perspective | | |
| Basic Concepts: Demand Analysis, Law of Demand, Determinates of Demand, Elasticity of Demand Price, Income and cross Elasticity. Uses of concept of elasticity of demand in managerial decision | | |
| UNIT II | | 6 |
| Demand Forecasting: Meaning, significance and methods of demand forecasting, production function, Laws of returns to scale & Law of Diminishing returns scale. An overview of Short and Long run cost curves – fixed cost, variable cost, average cost, marginal cost, Opportunity cost. | | |
| UNIT III | | 6 |
| Market Structure: Perfect Competition, Imperfect competition – Monopolistic, Oligopoly, duopoly sorbent features of price determination and various market conditions. | | |
| National Income, Inflation and Business Cycles: Concept of N.I. and Measurement. Meaning of Inflation, Type causes & prevention methods, Phases of business cycle | | |
| UNIT IV | | 6 |
| Concept of Goals, Resources, Efficiency & Effectiveness; Introduction to Management discipline and activity, Managerial Roles and Skills ; Management Thought and Thinkers-Details: Scientific Management; Classical | | |

Organization Theory; Neo-Classical Theory; Systems Approach; Contingency Approach. Managerial Functions and Decision Making


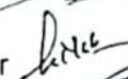


Books & References:

1. Koutsoyiannis A : Modern Microeconomics, ELBS.
2. Managerial Economics for Engineering : Prof. D.N. Kakkar
3. Managerial Economics : D.N. Dwivedi
4. Managerial Economics : Maheshwari.
5. Principles & Practices of Management : L.M.Prasad
6. Industrial Economics and Principles of Management: T.N. Chabra

2

MINUTES OF THE MEETING OF BOARD OF STUDIES, HELD ON JANUARY 25, 2017 AT 11.00 AM IN THE OFFICE OF COORDINATOR, CENTRE FOR MANAGEMENT STUDIES, MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY, GORAKHPUR.


The following were present:

- | | | | |
|-----------------------|---|-----------------|------------------------------------------------------------------------------------|
| 1. Dr. A.K. Daniel | : | Chairman |  |
| 2. Dr. Gopi Nath | : | External Member |  |
| 3. Dr. Sanjay Medhavi | : | External Member |  |
| 4. Mr. Gurumukh Singh | : | External Member |  |


The following things were discussed:

1. The Coordinator welcomed all the members of Board of Studies.
2. The panel of Theory and Practical Examiners of Even Semester, session 2016-2017 for MBA, MCA & M.Tech programme were discussed and finalized.
3. Revision of syllabus of Customer Relationship Management (MBA-MK5) was discussed and finalized and enclosed.

The meeting ended with vote of thanks to the chair.


(A.K. Dainel)
Coordinator

Copy to: Dean, PG.


(A.K. Dainel)
Coordinator

Overview of Retailing Environment and Management: Retailing, Definition and Concept, Functions of Retailing Driving Forces for Retailing, Building and Sustaining Relationships, Strategic Planning, Structural Change, Type of Retail Outlets, Market Structure, Retail Planning, Development and Control.

The Customer and Retail Business: Knowing your Customers, Focusing on the Consumer, Mapping Out, Society, Learning, Attitude, Motivation and Perception

UNIT II

9

Situational Analysis: Retail Institutions by Ownership, Retail Institutions by Store-based Strategy-Mix, Web, Nonstore-based and other Forms of Non Traditional Retailing, Targeting Customers and Gathering Information, Communicating with Customers, Promotional Strategies used in retailing

Choosing a Store Location: Trading Area Analysis, Site Selection, Store Design and Layout, The Store and its Image, The External Store, Internal Store, Display, Visual Merchandising and Atmospherics

UNIT III

9

Managing Retail Business: Retail Organization and HRM, Retail Organisation and Operations Management, Financial Dimensions, Managing Retail Services, Service Characteristics, Branding, Perceptions of Service Quality.

UNIT IV

9

Delivering the Product: Retail Information Systems, Merchandise Management Retail Pricing, Development and Implementing Plans, People in Retailing

International Retailing: Internationalization and Globalization, Shopping at World Stores, Going International, the Internationalization Process, Culture, Business and International Management.

Books & References:

1. Newman A.J. and Cullen P, Retailing: Environment and Operations, Vikas Publication
2. Berman B and Evans J.R, Retail Management, Pearson Education
3. Michael Levy M and Weitz BW, Retailing Management, Tata McGraw Hill
4. Dunne Patrick M., Lusch Robert F. and Griffith David A, Retailing, Cengage Learning
5. Cox Roger and Brittain Paul, Retailing: An Introduction, Pearson Education
6. Newman and Cullen, Retailing, Cengage Learning

Old Syllabus

MBA MK5 CUSTOMER RELATIONSHIP MANAGEMENT

3 Credits (2-1-0)

UNIT I

6

Relationship marketing, Purpose of relationship marketing, Approach towards marketing: A paradigm shift, Historical Perspectives, CRM Definitions, Emergence of CRM practice:, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Implementation, People factor in CRM, Dimensions of Customer Relationship Management

UNIT II

6

Customer Satisfaction: Meaning, Definition, Significance, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction

Customer Loyalty: Meaning, Definition, Significance, Customer Loyalty, Customer Loyalty Ladder, Loyalty Principles, Benefits of Customer Loyalty, Dimensions of Customer Loyalty, Determinants of Customer Loyalty, Drivers of Customer Loyalty

Service Quality: Meaning and Definition of Service Quality, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps.

UNIT III

6

Customer Relationship Management: Technology Dimensions-E- CRM in Business, CRM: A changing Perspective, Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals, Functional Components of CRM, Database Management: Database Construction, Data Warehousing, architecture, Data Mining. Characteristics, Data Mining tools and techniques, Meaning, Significance, Advantages, Call Center, Multimedia Contact Center, Important CRM software.

UNIT IV

6

Emerging Concepts and Perspectives in Customer Relationship Management: To be announced by the Teacher at the beginning of the session

Books & References:

A.K. Rai - Customer Relationship Management- Concept & Cases, PHI Learning

| MBA MK6 MARKETING RESEARCH | | 3 Credits (2-1-0) |
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| UNIT I | | 6 |
| Introduction to Marketing Research -Nature and Scope of Marketing Research; Role of Marketing Research in the Designing and Implementation of Marketing Programs; the Marketing Research Process; Marketing Research Designs | | |
| UNIT II | | 6 |
| The Source & Collection of Data -Observational Methods; Attitude Measurement Techniques; Motivational Research Techniques; Administration of Surveys – Methods & Techniques, Use of Questionnaire & Schedules. | | |
| Introduction to Marketing Data Analysis -Review of Basic Descriptive Statistics; Introduction to SPSS; Data Reading & Coding; Simple Inferential Statistical Analysis Tools | | |
| UNIT III | | 6 |
| Multivariate Data Analysis Techniques -Regression Analysis (Advertising Budget Decisions etc.) – Violation of Assumptions in Regression Analysis & Therapy, Types of Regression Analysis Factor Analysis (Questionnaire Development & Advertising Theme Decisions etc.) – Fundamental Theorem & Central Concept, Factor Extraction Methods & Criteria, Factor Rotation & Scores Cluster Analysis (Market Segmentation etc.) – Concepts and Process, Hierarchical versus Non-hierarchical Cluster Algorithms, Linkage Methods, Determination of Cluster Number, Interpretation and Profiling of Cluster Solutions Discriminant Function Analysis (Brand & Product Line Decisions etc.) - Significance Tests and Wilks Lambda, Standardized Canonical Discriminant Function Coefficients, Structure Matrix, Interpreting Discriminant Functions and Classification. Multidimensional Scaling (Strategy Formulation) - Basic Principles and Application in Marketing, Data Collection Methods, Determining Proximity, The MDS Algorithm, Number of Dimensions and their Interpretation, Assessing Reliability and Validity. | | |
| UNIT IV | | 6 |
| Marketing Research Project -The student or group of students needs to apply this course learning in a real marketing research project of their interest area with submission of research project report and class presentation of the same. | | |
| Books & References: | | |
| 1. Marketing Research, Concept & Cases – Cooper Schindler. | | |
| 2. Research for Marketing Decisions – Paul Green, Donald Tull, Gerald Albarn | | |
| 3. Marketing Research – Nargundkar | | |
| 4. Marketing Research – Beri | | |
| 5. Marketing Research – Measurement & Methods, Donald S. Tull, Del I. Hawkins | | |

| MBA FM 1 MANAGEMENT OF WORKING CAPITAL | | 3 Credits (2-1-0) |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--------------------------|
| UNIT I | | 6 |
| Introduction to Working Capital: Nature, Scope and Definition of Working Capital, Working Capital Cycle, Assessment and Computation of Working Capital Requirement, Profitability-Liquidity trade-off, Working Capital Policy - Aggressive & Defensive. Overview of Working Capital Management | | |
| UNIT II | | 6 |
| Working Capital Financing: Need and objectives of financing of working capital, short term credit, mechanism and cost-benefit analysis of alternative strategies for financing working capital : accrued wages and taxes, accounts payable, trade credit, bank loans, overdrafts, bill discounting, commercial papers, certificates of deposit, factoring, secured term loans, etc; Pattern and sources of Working Capital Financing in India, with reference to Government policies. | | |
| Recent Developments— Introduction to concepts of EVA, MVA and CAPM | | |

Revised Syllabus

(Revision of all
Units specially 4th)

Revised Syllabus

MBA MK5 CUSTOMER RELATIONSHIP MANAGEMENT 3 Credits (2-1-0)

UNIT I

Relationship marketing: Concept, objectives and importance. **Approach towards relationship marketing:** A paradigm shift. **CRM: Definitions, Practices, Cycle, Stakeholders, Significance, Types, Success Factors, Implementation and Dimensions of Customer Relationship Management.**

UNIT II

Customer Satisfaction: Concepts, Significance, Components, Models & Rationale. **Customer Loyalty:** Concepts, Significance, Benefits, Dimensions, Determinants & Drivers. **Service Quality:** Concepts, Types, Dimensions & Gaps.

UNIT III

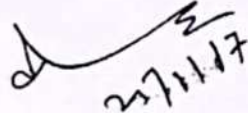
E-CRM: Concepts, Features, Advantages, Technologies, Virtual Customer Representatives, Customer Relationship Portals, Functional Components. **Database Management:** Database Construction, Data Warehousing, architecture. **Data Mining :** Characteristics, tools and techniques, Concepts, Significance, Advantages, Use in Call Center, Multimedia Contact Center and Important CRM software.

UNIT IV

CRM Emerging Perspectives: Employee-Organisation Relationship, Employee- Customer Linkage, Factors effecting employee's customer oriented behavior, Essentials of building employee relationship, Employee customer orientation, customer retention and customer experience management, Rural CRM, CRM practices in various Service Business.

Books & References:

- Alok Kr. Rai : Customer Relationship Management : Concepts and Cases, PHI
Kristin Anderson, Carol Kerr : Customer relationship management, McGraw-Hill Professional
Federico Rajola : Customer Relationship Management: Organizational & Technological Perspectives, Springer
Rajendra Kumar Sugandhi : Customer Relationship Management, New Age International
Gerhard Raab : Customer relationship management: a Global Perspective, Gower Publishing, Ltd.
Ed Peelen : Customer Relationship Management, Pearson Education India
Lakshman Jha : Customer Relationship Management: A Strategic Approach, Global India Publications


27/11/17

















25/11/17


25/11/17

(4)

**MINUTES OF THE MEETING OF BOARD OF STUDIES, HELD ON FEBRUARY 02, 2018
AT 11.00 AM IN THE OFFICE OF COORDINATOR, CENTRE FOR MANAGEMENT
STUDIES, MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY, GORAKHPUR.**

The following were present:-

| | | | |
|-----------------------------|---|-----------------|-----------------------------------------------------------------------------------|
| 1. Dr. A.K. Daniel | : | Chairman |  |
| 2. Dr. Gopi Nath | : | External Member |  |
| 3. Dr. Sanjay Medhavi | : | External Member |  |
| 4. Mr. Gurumukh Singh | : | External Member |  |
| 5. Mr. Rakesh Kumar | : | Internal Member |  |
| 6. Mr. Ajay Manghi | : | Internal Member |  |
| 7. Mr. Ugrasen | : | Internal Member |  |
| 8. Dr. Vinay Kumar Yadav | : | Internal Member |  |
| 9. Mr. Bijendra Kr. Pushkar | : | Internal Member |  |
| 10. Ms. Joyce Yeoward | : | Internal Member |  |
| 11. Ms. Anumita Agarwal | : | Internal Member |  |
| 12. Ms. Archana Rao | : | Internal Member |  |
| 13. Mr. Mohd. Kashif | : | Internal Member |  |

The following things were discussed:

1. The Coordinator welcomed all the Members of the Board of Studies.
2. The syllabus of MBA 1st and 2nd year were discussed. The syllabus of following subject were revised:

1. Managerial Economics MBA-103 credit 4 (3-1-0)
2. Research Methodology MBA-109 4 credit (3-1-0)
3. Marketing of Services MBA, MK1 3 credit (2-1-0)

The following new elective are introduced in MBA 2nd year.

1. Marketing Management

1. Digital Marketing MBA-MK7 4 credit (3-1-0)
2. Integrated Marketing Communication 4 credit (3-1-0)

2. Financial Management

1. Financial Derivatives MBA, FM7 credit 4 (3-1-0)

3. Information Technology (IT)

1. Cyber Security for Business MBA-IT-7 credit 4 (3-1-0)
2. Cloud Computing for Business MBA-IT-8 credit (3-1-0)

The Internal faculty member left the meeting.

- 3- The Panel of Theory Examiners of Even Semester Session 2017-2018 for MBA, MCA, and M.Tech. Programme were discussed and finalized.

The meeting ended with the vote of thanks to the chair.


(Dr. A.K. Dainel)
Coordinator

Copy to : Dean, PG.

(Dr. A.K. Dainel)
Coordinator

Revised Syllabus

Revised Syllabus

MANAGERIAL ECONOMICS MBA-103

4 Credits (3-1-0)

UNIT I

Basic Concepts of Economics - Nature, Significance and scope of Economics, Micro Economics and Macro Economics, Problem of scarcity, Solving economic problems, Managerial Economics and Decision making, Concepts of Marginal Value and Equilibrium, Recent Economic Issues and Developments, Profit, Concept of Profit, Accounting Profit and Economic profit, Analysis and profit Forecasting Theories of Profit, Dynamic Theory of Profit, Risk and Uncertainty-Bearing Theory of Profit, Innovation Theory of Profit, Social impact assessment

UNIT II

Demand Analysis- Theory of Demand, Types of Demand and their characteristics, Kinked Demand Curve, Law of Demand, Shifts in demand, Price Elasticity of Demand & types, Income Elasticity, Cross and Price Elasticity, Utility Analysis - Cardinal Approach of utility, Consumer Equilibrium, Ordinal Approach of Utility, Indifference curve, Supply analysis - Law of Supply and Elasticity of Supply and its uses in managerial decision making, Forecasting - Techniques of Demand - Qualitative techniques and Quantitative Techniques

UNIT III

Cost Analysis-Concept of Cost and Cost Classification, Law of Variable proportions - Increasing, Decreasing and Constant Return, Cost output relationship in short-run and Long-run, Production Functions, ISO-Cost Curves and their significance in cost analysis, Economies of Scale Internal and external, Least Cost Combination Concept of Revenue, Estimation of Revenue, Average Revenue, Marginal Revenue, Total Revenue

UNIT IV

Market Structure - Perfect and Imperfect Market Structures, Perfect Competition, Equilibrium Price, Pricing under Perfect Competition, short-run and Long-run price under perfect competition, Pricing under Monopoly and Monopolistic Competition, Oligopoly, Discriminating Prices, Dynamic Pricing.

National Income-Definition of national income, Measurement of National Income - Net output or value method, Factor Income method, Expenditure method, Growth and composition of India's National Income

Books & References:

1. P. L. Mehta, Managerial Economics, Analysis, Problems and Cases, Sultan Chand Sons, New Delhi.
2. Varshney and Maneshwari, Managerial Economics, Sultan Chand and Sons, New Delhi.
3. D. Salvatore, Managerial Economics, McGraw Hill, New Delhi.
4. Pearson and Lewis, Managerial Economics, Prentice Hall, New Delhi.
5. G. S. Gupta, Managerial Economics, T. M. H., New Delhi.
6. More, Paul and Gupta, Managerial Economics, T. M. H., New Delhi.
7. Joe Dear, Managerial Economics, Prentice Hall, USA.
8. P. L. Mehta, Managerial Economics, S. Chand & Co., New Delhi.

Price Level Changes and Accounting: Problems created by changing price level. Introduction to approaches to price level adjustments - Current Purchasing Power/Index Number and Current Cost
Current Issues: Forensic Accounting, Money Laundering, Financial intelligence.

Books & References:

1. H.G. Guthman: Financial Statements Analysis, PHI
2. Myer: Financial Statements Analysis PHI
3. Robert Anthony & Reece: Management Accounting – Text & Cases, Richard D. Irwin,
4. Morton Backer: Modern Accounting Theory, PHI
5. Roy, A. Foulke: Financial-Statement Analysis, McGraw-Hill
6. Shukla & Grewal: Advanced Accounts, S. Chand & Company Limited
7. Mukherjee & Roy: Studies in Accounting Theory, World Press Pvt. Ltd. Calcutta
8. Khan & Jain: Management Accounting, Tata McGraw-Hill Education

Old Syllabus

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| MBA-103 | MANGIERIAL ECONOMICS | 4 Credits (3-1-0) |
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UNIT I 9
 Basic Concepts of Economics -Nature, Significance and scope of Economics, Micro Economics and Macro Economics, Managerial Economics and Decision making, Fundamental Principles of Managerial Economics, Profit Analysis and profit Forecasting-Concept of Profit, Accounting Profit and Economic profit, Theories of Profit, Dynamic Theory of Profit, Risk and Uncertainty-Bearing Theory of Profit, Innovation Theory of Profit, Profit, Forecasting and Management of Profit. Profit Standards and the problems relating to Profit Maximization. Recent Economic Issues and Developments

UNIT II 9
 Demand Analysis and Demand Forecasting-Theory of Demand. Types of Demand and their characteristics, Utility Analysis, Elasticity of Demand and its measurement, Supply analysis –Law of Supply and Elasticity of Supply and its uses in managerial decision making

UNIT III 9
 Cost Analysis-Concept of Cost and Cost Classification, Law of Variable proportions - Increasing, Decreasing and Constant Return, Cost output relationship in short-run and Long-run, Production Functions, ISO-Cost Curves and their significance in cost analysis, Economies of Scale, Least Cost Combination Concept
 Estimation of Revenue, Average Revenue, Marginal Revenue and Elasticity of Demand, Techniques of Demand Forecasting

UNIT IV 9
 Market Structure -Perfect and Imperfect Market Structures, Perfect Competition, Equilibrium Price, Pricing under Perfect Competition, short-run and Long-run price under perfect competition, Pricing under Monopoly and Monopolistic Competition, Oligopoly, Discriminating Prices and Kinked Demand Curve
 National Income-Definition of national income, Measurement of National Income – Net output or value method, Factor Income method, Expenditure method., Growth and composition of India's National Income.

Books & References:

1. P.L. Mehta, Managerial Economics, Analysis, Problems and Cases, Sultan Chand Sons, New Delhi.
2. Varshney and Maheshwari, Managerial Economics, Sultan Chand and Sons, New Delhi.
3. D. Salvatore, Managerial Economics, McGraw Hill, New Delhi.
4. Pearson and Lewis, Managerial Economics , Prentice Hall, New Delhi
5. G.S. Gupta, Managerial Economics, T M H, New Delhi.
6. Mote, Paul and Gupta, Managerial Economics, T M H, New Delhi.
7. Joel Dean, Managerial Economics, Prentice Hall, USA.
8. H L Ahuja, Managerial Economics, S Chand & Co. New Delhi.

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| MBA-104 | MARKETTING MANAGEMENT | 4 Credits (3-1-0) |
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Revised Syllabus

REVISED SYLLABUS

RESEARCH METHODOLOGY MBA-109

4 Credits (3-1-0)

UNIT I

Introduction to Research – Concept, Definition, Scope, Significance, Limitations, Obstacles in acceptance Ethics in research, Types of Research, Review of Literature, Research process, Research Design Exploratory designs – Descriptive designs - Longitudinal and cross-sectional analysis.

UNIT II

Qualitative research techniques – (a).Based on questioning: Focus groups, Depth interviews, Projective techniques. (b).Based on observations: Case study method, Ethnography, Grounded theory, Participant observation, Causal research – Basic experimental designs – Internal and External validity of Experiments, Quantitative research: Concept and Limitations, Parametric and Non-Parametric Test, Formulation of Hypothesis statement – Characteristics of a good hypothesis, Drafting of the research proposal. Various sources of data Collection – Sources of Primary data & Secondary data.

UNIT III

Primary data – Questionnaire design - Administration and analysis considerations in design - Attitude measurement – scaling techniques. Observation method of primary data collection, Web based primary data collection – issues of reach, analysis, accuracy, time and efficiency. Secondary data – internal and external sources, Sampling – sampling methods – sampling and non sampling errors – sample size calculation – population and sample size - large and small samples - practical considerations in determining sample size.

UNIT IV

Quantitative Data analysis – Univariate analysis – Bivariate analysis – Multivariate analysis, Simple and cross tabulation, simple and multiple regression, Factor analysis, Introduction to Bayesian Decision Theory and Fuzzy Logic.

Hypothesis testing – Types of tests and test selection, T-test: One sample test, Two-Independent Sample tests, and Two-related sample tests. Chi-square test, tests for large and small samples, Z-test: Concept and Application, Report writing – forms of report – fundamentals of a good report, Introduction to MATLAB, SPSS.

Books & References:

1. Research Methodology – C.R. Kothari
2. Methodology and Techniques of Social Research – Wilkinson, Bhandarkar
3. Research Methodology – Dr. V.P. Michale
4. Research Design and Methods – Kenneth S. Bortons
5. Business Research Methods – Donald R. Koope
6. Research Methodology- R. Pannarselvam

Anurag

Anurag

Mohd. Rasool

Definition, Digital Signature, Electronic Governance, Attribution, Acknowledgment and Dispatch of Electronic Records, Sense Electronic Records and Sense Digital Signatures, Regulation of Certifying Authorities, Digital Signature Certificates, Duties of Subscribers, Penalties and Offences.

Books & References:

1. Gulshan J.J. - Business Law Including Company Law (New Age International Publisher, 13th Edition)
2. Kuchhal M.C. - Business Law (Vikas Publication, 4th Edition)
3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition).
4. Relevant Acts

Old Syllabus

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|----------------|-----------------------------|--------------------------|
| MBA-109 | RESEARCH METHODOLOGY | 4 Credits (3-1-0) |
|----------------|-----------------------------|--------------------------|

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| UNIT I | 9 |
| Marketing Research – Definition, Scope, Significance, Limitations, Obstacles in acceptance. Ethics in marketing research, Marketing Intelligence system | |
| Research process – Management dilemma (problem) – decision problem – research problem – hypothesis statement – characteristics of a good hypothesis – drafting the research proposal | |
| Various sources of market Information – Methods of collecting Market Information - Secondary data – sources – problems of fit and accuracy, Syndicated services | |
| UNIT II | 9 |
| Exploratory designs – Descriptive designs - Longitudinal and cross-sectional analysis | |
| Qualitative research techniques – (a). Based on questioning: Focus groups, Depth interviews, Projective techniques (b). Based on observations: ethnography, grounded theory, participant observation | |
| Causal research – Basic experimental designs – internal and external validity of experiments | |
| UNIT III | 9 |
| Primary data – Questionnaire design - Administration and analysis considerations in design - Attitude measurement – scaling techniques. Observation method of primary data collection, Web based primary data collection – issues of reach, analysis, accuracy, time and efficiency | |
| Sampling – sampling methods – sampling and non sampling errors – sample size calculation – population and sample size - large and small samples - practical considerations in determining sample size. | |
| Data analysis – Univariate analysis – Bivariate analysis – Multivariate analysis, Simple and cross tabulation, simple and multiple regression, Factor analysis. | |
| UNIT IV | |
| Hypothesis testing – Types of tests and test selection, One sample test, Two-Independent Sample tests, Two-related sample tests. Chi-square test, tests for large and small samples. | |
| Report writing – forms of report – fundamentals of a good report | |

Books & References:

1. Research Methodology – C.R. Kothari
2. Methodology and Techniques of Social Research – Wilkinson, Bhandarkar
3. Research Methodology – Dr. V.P. Micahel
4. Research Design and Methods – Kenneth S. Bordens
5. Business Research Methods – Donald R. Koope

| | | |
|----------------|-----------------------------------------------|--------------------------|
| MBA-110 | PRODUCTION & OPERATIONS MANAGEMENT | 4 Credits (3-1-0) |
|----------------|-----------------------------------------------|--------------------------|

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| UNIT I | 9 |
| Operations Management – An overview, Definition of production and operations management, Production Cycle, Classification of operations, New Product Development, Product Design, Plant Location, Layout Planning | |
| UNIT II | 9 |

4. Elias M. Awad, Hassan M. Ghaziri-Knowledge Management, Pearson Education Limited
5. G. Natrajan & S. Shekhar - Knowledge Management: Enabling Business Growth, Tata McGraw-Hill Publishing Company Limited, New Delhi.

OLD SYLLABUS

MBA MK1 MARKETING OF SERVICES

3 Credits (2-1-0)

UNIT I

6

Introduction to Services Marketing- Emergence of Services Economy, Definitions of Services and Nature of services, Differences in Goods versus Services Marketing, Classification of Services, Services Marketing Mix, Trends in Services Marketing

UNIT II

6

Consumers' Behavior for Services- Consumer Decision Making Process and Buying behavior in services, Meaning and Types of Service Expectations, Zone of Tolerance, Consumer Satisfaction, Segmenting, Targeting and Positioning of Services.

UNIT III

6

Services Marketing Mix- Services Product Strategies and New Service Product development, Approaches to Pricing Services and Pricing Strategies, Designing the Service Communication and Promotional Mix, Branding of Services, Distributing Services – Context and Options, Physical Evidence of a Service, Effective Service Delivery Process- Strategies for Matching Capacity and Demand, Employees' and Customers' Role in Service Delivery and Services Marketing Triangle.

UNIT IV

6

Implementing Service Marketing-Service Quality Measurement and Improvement of Service Quality, CRM in Services, Consumer Complaint Behavior; Consumer Response to Effective Service Recovery, Principles of Service Recovery; Contemporary Issues in Services Marketing -The content of the unit depends upon the recent developments in the field of services marketing, which would be declared by the respective faculty during the coverage of syllabus.

Books & References:

1. Lovelock, Christopher H, Services Marketing ,Pearson Publication, New Delhi
2. Govind Apte, Services Marketing, Oxford Publication
3. Swartz & Lacobucci, Handbook of Services Marketing & Management, Sage Publication
4. Hoffman & Bateson, Services Marketing , Cengage Learning, New Delhi
5. P. Balaji, Marketing of Services, S Chand Publication

MBA MK2 BRAND MANAGEMENT

3 Credits (2-1-0)

UNIT I

6

Brand & Brand Management- Commodities Vs Brands, The role of Brands, The brand equity concept, Brand Equity Models- Brand Asset Valuation, Aaker Model, BRANDZ, Brand Resonance, Building Brand Equity, Brand Identity and Brand Image

UNIT II

6

Product Management: Product Development, Product focused organization; Market focused organization, Factors influencing design of the product, Changes affecting product management.

Developing Product Strategy: Setting objectives & alternatives, Product strategy over the life- cycle, Customer analysis, Competitor analysis, Design of manufacture, New Product Development.

Market Potential & Sales Forecasting: Forecasting target market potential and sales, Methods of estimating markets and sales potential, Sales forecasting, planning for involvement in international Market.

UNIT III

6

Brand Leveraging & Brand Performance: Establishing brand equity management system, measuring sources of brand equity and consumer mind-set, Co-branding, celebrity endorsement

Brand Positioning & Brand Building: Brand knowledge, Brand portfolios and market segmentation, Steps of brand building, Identifying and establishing brand positioning, Defining and establishing brand values

Highlighted Part is revised.

REVISED SYLLABUS

MARKETING OF SERVICES MBA MK1

3 Credits (2-1-0)

UNIT I

Introduction to Services Marketing- Emergence of Services Economy, Definitions of Services and Nature of Services, Differences in Goods versus Services Marketing, Classification of Services, Services Marketing Mix, Trends in Services Marketing.

UNIT II

Consumers' Behaviour for Services- Consumer Decision Making Process and Buying behaviour in services, Meaning and Types of Service Expectations, Zone of Tolerance, Consumer Satisfaction, Segmenting, Targeting and Positioning of Services.

UNIT III

Services Marketing Mix- Services Product Strategies and New Service Product development, Approaches to Pricing Services and Pricing Strategies, Designing the Service Communication and Promotional Mix, Branding of Services, Distributing Services - Context and Options, Physical Evidence of a Service, Effective Service Delivery Process- Strategies for Matching Capacity and Demand, Employees' and Customers' Role in Service Delivery and Services Marketing Triangle.

UNIT IV

Service Quality-Determinants of Service Quality, Gap Model, CRM in Services, Consumer Complaint Behaviour; Consumer Response to Effective Service Recovery, Principles of Service Recovery; Contemporary Issues in Services Marketing: Transaction & Relationship Marketing; Concept, Managing Sustainable Services, Recent developments in the field of Service Marketing- Paradigm Shift.

Books & References:

1. Lovelock, Christopher H, Services Marketing, Pearson Publication, New Delhi
2. Govind Apte, Services Marketing, Oxford Publication
3. Swartz & Iacobucci, Handbook of Services Marketing & Management, Sage Publication
4. Hoffman & Bateson, Services Marketing, Cengage Learning, New Delhi
5. P. Balaji, Marketing of Services, S Chand Publication

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New Subject Added

Elective Marketing Management (MK)

DIGITAL MARKETING MBA MK 7

4 Credits (3-1-0)

Unit 1

Introduction to Digital Marketing: Concept of digital marketing. The new digital world - shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and consumer's digital journey. Marketing strategies for the digital world, online marketing-mix, market intelligence, customer relationship management, online branding, web traffic building strategy. Managing content in a digital age - content planning and writing. Consumer buying behaviour in the digital-age and factors affecting consumer behaviour.

Unit 2

Acquiring & Engaging Users through Digital Channels: Understanding the relationship between content and branding and its impact on sales, search marketing, mobile marketing, video marketing, and social-media marketing. Online campaign management; using marketing analytic tools to segment, target and position like Heap Analytics, MixPanel, Oribi, Google Analytics etc.; overview of search engine optimization (SEO).

Unit 3

Designing Organization for Digital Success: Digital transformation, digital leadership principles, online public relations and reputation management. Return on investment of digital strategies, Role of digital marketing in adding value to business, and evaluating cost effectiveness of digital strategies, Ethical issues in Digital marketing: Cyber Crime & IT Act 2000.

Unit 4

Digital Innovation and Trends: The contemporary digital revolution, digital transformation framework, issues in digital marketing with reference to security and privacy, Understanding trends in digital marketing - Indian and global context, online communities and co-creation, future of e-marketing: new techniques and apps.

Text Books

1. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
2. Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment; McGraw-Hill Professional (October, 2013).
3. David Whiteley; E-Commerce: Strategy, Technologies and Applications, McGraw Hill Education.

Reference Books

1. Menon, Arpita; Media Planning and Buying; McGraw Hill (1st Edition, 2010)
2. Arnold, George; Media Writer's Handbook: A Guide to Common Writing and Editing Problems; McGraw-Hill Education; (5th edition, 2008)
3. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014)

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Mohd. Kashyap
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New Subject Added

Elective Marketing Management (MK)

Integrated Marketing Communication MBA MK 8

4 Credits (3-1-0)

UNIT 1

Marketing Communication: Objectives of Marketing Communication, Functional areas of marketing communication, Integrated Marketing Communication (IMC): concepts and process, Factors contributing to IMC, Role of IMC in branding, IMC Partners, Promotion Mix, Integrating IMC in Marketing Mix, Challenges in IMC

UNIT 2

Advertising Management: Meaning, Nature and Scope of Advertising, Classification of advertising, Process of Advertising, STP Strategies for Advertising, Communication Model with reference to Advertising, AIDA, DAGMAR and PACT Model, Advertising campaigns, Fundamentals of Advertising Campaigns, The Creative Brief, Big Idea, Getting Creative to find the Big Idea, Advertising Appeal, Advertising Agencies – their role, functions, organization, Compensation, client agency relationship, Management of Advertising Agencies.

UNIT 3

Emerging Concepts and Issues in Marketing Communications: Programmatic, native advertising, video, mobile, digital, Sponsorship, Role of E-Commerce in Marketing Communication, Corporate advertising, Advertorials and Infomercials, Public Relations – Types & Tools of PR, Sales Promotion – Different types of Sales Promotion, Publicity – Types of Publicity, Personal Selling, Direct marketing, Event Management, Unconventional Promotional methods

UNIT 4

International advertising and promotion: global vs local advertising, decision areas in international advertising, role of promotional mix elements in international marketing Media Planning and Strategy - Media Types and their characteristics; Setting Media objectives; Steps involved in media planning; Media Strategy; Cross media concept; and media research. Ad Budget, Ad Appropriation, Methods of Budgeting, Measuring Effectiveness of Advertisement, Legal and Ethical concepts and issues in Advertising, Advertising Research, Message Design-The Creative concept development; the creative processes of the different forms of IMC; Source of the message, Message integration.

TEXT BOOK

1. Kruti Shah & Alan D' Souza : Advertising & promotions an IMC perspective- Mc Graw Hill education
2. George E Belch & Michael J. Belch : Advertising and promotion- An integrated Marketing Communication Perspective- Mc Graw Hill Education
3. Siraj M Joseph & Rahtz Dorr : Integrated Marketing Communication – A Strategic Approach, engage Learning
4. Kenneth Clow & Donald Black : Integrated Advertising, Promotion, and Marketing Communications, Pearson Education, Limited
5. Borden & Marshall : Advertising Management; MV Taraporevala Sons' Co Pvt. Ltd, Richard D Irwin Inc. Homewood, Illinois

REFERENCE BOOKS

1. Chonawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House
2. Copley Paul : Marketing, Communications Management Concepts & theories, Cases and Practices; Butterworth Heinemann Publication
3. Duncon : Integrated Marketing Communications, Tata McGraw Hills

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New Subject Added

Elective Financial Management

Financial Derivatives MBA FM 7

4 Credits (3-1-0)

Unit – 1

Introduction to derivatives market; Definition, Evolution and features of Derivatives, Types of Derivatives, Forward, futures and options market, Forward Contract, features of forward contracts Forward market transactions, Forward contracts, Forward market in India, Hedging with forwards.

Unit – 2

Forwards and Futures: Futures contract, types, functions, distinction between futures and forward, pricing of futures contract, Currency Futures, Hedging in Currency Futures, Speculation and Arbitrage in Currency Futures, Pricing of Futures, Cost of Carry Model, Application of Market Index, Index Futures in the Stock Market, Indian Derivatives Market.

Unit – 3

Introduction to Options: Hedging with Currency Options, Speculation and Arbitrage with Options, Pricing Options, General Principles of Pricing, Black Scholes option pricing Model Index Options, Hedging with Index Options, Speculation and Arbitrage with Index Options, Index Options Market in Indian Stock Market, Use of different option strategies to mitigate the risk

Unit – 4

Financial Swaps: Managing Interest Rate Exposure, Interest Rate Swaps, Currency Swaps, Interest Rate Futures, Forward Rate Agreement

References :

1. Thomas Susan, Derivatives Market in India; Tata McGraw Hill
2. Financial Derivatives : Theory, Concepts and practices by S.L. Gupta, PHI, 2005.
3. Financial Derivatives by S.S.S Kumar, PHI, 2007
4. Options, Futures and other Derivatives, John C. Hull; Prentice Hall of India: New Delhi, 1997.



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New Subject Added

Elective Information Technology (IT)
CLOUD COMPUTING FOR BUSINESS **MBA IT-8**

4 Credits (3-1-0)

Unit I

Introduction Evolution of cloud computing, Cloud computing vendors, Cloud computing threats, Cloud reference model, Security for cloud computing, Introduction to cloud computing solutions & vendors, Comparison of traditional Vs Cloud based business solutions, Issues and challenges in cloud based business models.

Unit II

Governance and Enterprise Risk Management Information security governance processes, its role and responsibilities, Enterprise risk management in cloud computing-Opportunity and Risk, Enterprise risk management recommendations-Types and Approaches, Information risk management methodology and Risk assessment.

Unit III

Information Lifecycle Management, and Data Centre Operations Key challenges regarding data security, Models of data security, Data centre operations and infrastructure management services, Principal, characteristics of cloud computing, Data centre security Consideration and Techniques.

Unit IV

Application Security Web Application, Vulnerability distribution, Security solutions, Applications in cloud environments security, Virtualization: Hardware virtualization, Software virtualization, Memory virtualization, Storage virtualization, Data virtualization, Network virtualization, Virtualization security.

Reference Books

1. Mulholland, Andy, Pyke, Jon, and Finger, Peter; Enterprise Cloud Computing: a strategy guide for business and technology leaders; Meghan Kiffer Press
2. Linthicum, David S.; Cloud Computing and SOA Convergence in your Enterprise: A Step-by-Step Guide; Addison Wesley Information Technology Series
3. Rhoton, John; Cloud Computing Explained: Implementation Handbook for Enterprises; Kindle Edition
4. Reese, George; Cloud Application Architectures: Building Applications and
5. Infrastructure in the Cloud; O'Reilly publication

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HUMANITIES & MANAGEMENT SCIENCE DEPARTMENT
M. M. M. UNIVERSITY OF TECHNOLOGY
GORAKHPUR

MINUTES OF EMERGENT MEETING OF INTERNAL MEMBERS OF BOARD OF STUDIES OF HUMANITIES & MANAGEMENT SCIENCE DEPARTMENT HELD ON 05-11-2019 AT 02.00 PM IN THE OFFICE OF HOD.

The following were present:

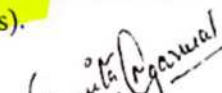
| | | | |
|-----|--------------------------|--------------------------------|-----------------|
| 1. | Prof. S. C. Jayswal | Prof. & Head | Chairman |
| 2. | Dr. Sudhir Narayan Singh | Associate Professor | Internal Member |
| 3. | Dr. Ravi Kumar Gupta | Assistant Professor | Internal Member |
| 4. | Dr. Abhijit Mishra | Assistant Professor | Internal Member |
| 5. | Dr. Vinay Kumar Yadav | Assistant Professor (Contract) | Internal Member |
| 6. | Dr. Kahkashan Khan | Assistant Professor (Contract) | Internal Member |
| 7. | Dr. Ugrasen | Assistant Professor (Contract) | Internal Member |
| 8. | Dr. Priyanka Rai | Assistant Professor (Contract) | Internal Member |
| 9. | Dr. Bharati Shukla | Assistant Professor (Contract) | Internal Member |
| 10. | Ms. Anumita Agarwal | Assistant Professor (Contract) | Internal Member |
| 11. | Dr. Rajesh Singh | Assistant Professor (Contract) | Internal Member |


Mr. Bijendra Kumar Pushkar could not attend the meeting.

The following decisions were taken:

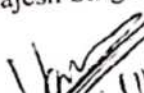
- To introduce a new Audit Course 'Advanced Professional Writing' (MBA 151) for MBA-2nd Y with 4 Credits (Lecture-3 + Tutorial-1 + Practical-0) and to approve the syllabus for this course (enclosed with the minutes).



Rajesh Singh



Anumita Agarwal


Dr. Bharati Shukla


Priyanka Rai

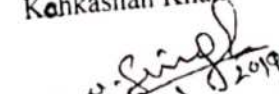

Ugrasen


Kahkashan Khan


Vinay Kumar Yadav


Abhijit Mishra


Ravi Kumar Gupta


Sudhir Narayan Singh


S.C. Jayswal

- Copy for information and action to:
- Dean, PGS and R&D
 - Dean, UGS & E

4. Dhanagare, D.N. Themes and Perspectives in Indian Sociology, Rawat
5. Chandoke, Neera & Praveen Priyadarshi (2009), Contemporary India: Economy, Society and Politics, Pearson

New Syllabus Added / Subject Added.

MBA-151 ADVANCED PROFESSIONAL WRITING

| | |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Course category: | Audit Course (AC) |
| Pre-requisite Subject: | NIL |
| Contact hours/week: | Lecture: 3, Tutorial: 1, Practical: 0 |
| Number of Credits: | 4 |
| Course Assessment methods: | Continuous assessment through tutorials, attendance, home assignments, quizzes and One Minor test and One Major Theory Examination. |

Course Outcomes: The students are expected to be able to demonstrate the following knowledge, skills and attitudes after completing this course

1. Understand professional writing by studying management communication contexts and genres, researching contemporary business topics, analyzing quantifiable data discovered by researching, and constructing finished professional workplace documents.
2. Recognize, explain, and use the formal elements of specific genres of organizational communication: white paper, recommendation and analytical reports, proposals, memorandums, web pages, wikis, blogs, business letters, and professional documents.
3. Understand the ethical, international, social, and professional constraints of audience style, and content for writing situations a.) among managers or coworkers and colleagues of an organization, and b.) between organizations, or between an organization and the public.

Topics Covered

UNIT-I

9L

Language Vs communication: Communication as coding and decoding-signs and symbols-verbal and non-verbal symbols - Language & communication; Types of Communication-functional. Situational, verbal and non-verbal, interpersonal, group, interactive, public, Mass Communication.

Thinking and Articulation- cognitive, affect, critical, creative aspects of articulation.

Skills of Language Acquisition: Natural Language Acquisition Skills: Listening. Speaking, Reading & Writing (LSRW, Language Acquisition Through Training Listening. Speaking, Reading. Writing Grammar & Vocabulary (LSRWGV)- Recap of word and thought match exercises Common Confusable; active and passive voice; phrasal verbs and prepositional verbs. Recap of language skills-vocabulary.

Phrase, Clause & Sentence: The Sentence, The paragraph: Structure, types and linking. Professional Vocabulary, Impersonal Style, Scientific Attitude Plain Statement, Interesting Composition, Miscellaneous Exercises, Definition, Description, Description of a process, Diagrams, Explanations,

Professional/ Technical Communication-Simplicity, Clarity and Conciseness of a Presentation, Blending of Artistic/Professional Writing and Technical Writing, Usages in Grammar, Avoiding gender, racial and other forms of bias in Professional Writing. Pre-Writing, Drafting and Re-writing.

UNIT-II

9L

Professional Technical Paper Writing: Professional Paper Elements-Front Matter of a Paper, Main Text of a Paper, End Matter of a Paper: Organising References and Bibliography, Order of a thesis and Paper Elements, Concluding Remarks. **Methods of Paper Writing:** Identification of Author and His Writing-Author's name and Affiliation, Joint Authorship of a Paper, Identification of Writing-Title, Keywords, Synopsis, Preface and abstract. Writing Research Article & Methodology.

Thesis/Dissertation Writing: Thesis Elements-Front Matter of a Thesis, Main Text of a Thesis, End Matter of a Thesis, Specimen-Thesis and Research Paper, Chapters and Sections-Introductory Chapters and Sections, Statement of the Problems, Plan and Scope, Core Chapters and Sections Theoretical Analysis and Synthesis, Basic Assumption and Hypothesis.

Processing Professional Data: Data Collection, Literature Review, Data Analysis. Drafting Data & Deriving Inferences.

UNIT-III

9L

Professional Drafting: Letters Formal and Informal Letters, Parts of a Letter, Types of Letters, Stylistic Fonts in Letter Writing: Business Letters, Examples of Letter-Writing, Job Applications & Covering Letters.

Conducting Professional Meeting: Pre meeting Preparation, During Meeting & Post Meeting follow-ups Notice. Circular, Agenda: Deciding Agenda, Preparing Minutes & Drafting follow-ups.

Career & Correspondence: Developing a Professional C.V. Bio Data & Resume Building. Report Writing. Kinds of Report, Length of Report, Parts of a Report, Terms of Reference, Collection of Facts, Outlines of Report Examples of Report, Technical Proposal, Elements of Proposal, Examples of Proposal, drafting of proposal.

Presentation Delivery Tools: Designing the Presentation, Establishing the Objectives. Making Professional Power Point Presentations, Signalling Structure of Presentation through Sentences and One Phrases, Preparing Notes for Professional/Technical Presentation, Text Animation, White Band, Flip Charts, Diagrams, Preparing Cards.

UNIT-IV

9L

Technical seminar- purpose, modes, and methods, Interviewing skills-body language, gesture, posture, tips, and tactics of interview.

Case study- objectives, methods, examples of various case-study.

Audience Analysis: Industrial vs. non-industrial users; Exploring primary, secondary, tertiary users in contexts of production and use; Creating personas; Multicultural issues; Analyzing real-world examples. Estimating, tracking, and managing tech writing projects. Determine the project scope, Estimates and schedules, Assemble the team, Provide resources and leadership, Evaluate the project, Appendixes and Annexure. References. Peripherals- Official Formalities, Rights and Permission, Certificate and Copyright, Dedication, Acknowledgement, Correspondences. Change Management & Argumentative Writing.

Professional Projects: Elements of a Professional Project Making: Making a final Project on topics given by the instructor, Result & Discussion.

Cyber Identity & Professional Netiquettes: Writing Emails, Blogs on Social media Video Conferencing.

Recommended Books

1. Gibaldi, Joseph. *The MLA Handbook for Writers of Research Papers*, Modern Language Association of America, US 2016.
2. Schwarzman Steven A. *Technical Writing Management: & Practical Guide Create Space Independent Publishing Platform*, 2011.
3. Acharya Anita, *Interview Skills-Tips & Techniques*. Yking Books, Jalpur, 2012,
4. Hamilton Richard. *Managing Writers*. Penguin, India, 2009.
5. Sharma R.S. *Technical Writing Radha Publications*, New Delhi, 2007.
6. B. N. Basu, *Technical Writing*, PHI Learning Pvt. Ltd... New Delhi, 2008,
7. McGraw S. J. *Basic Managerial Skills for All Ed. 08*. Prentice Hall of India New Delhi, 2008
8. Dubey Arjun et al. *Communication for Professionals Alfa Publications*, Delhi, 2016 –
9. Sharma R.C. & Mohan Krishna, *Business Correspondence and Report Writing Tata McGraw Hill New Delhi*, 2017.
10. Chhabra T.N. *Business Communication Sun India Publication New Delhi*, 2018.
11. Murphy and Hildebrandt, *Effective Business Communication*, Tata McGraw Hill New Delhi, 2008.

HUMANITIES & MANAGEMENT SCIENCE DEPARTMENT
M. M. M. UNIVERSITY OF TECHNOLOGY
GORAKHPUR

MINUTES OF THE MEETING OF BOARD OF STUDIES HELD AT 10.30 AM ON 09/09/2020 IN THE OFFICE OF HEAD, HUMANITIES & MANAGEMENT SCIENCE DEPARTMENT

The following were present:

| S.No. | Name | Designation | Member | Signature |
|-------|----------------------------|----------------------------------------------------------------------|-----------------|----------------------------------|
| 1. | Dr Sudhir Narayan Singh | Associate Professor & Head | Chairman | <i>S. N. Singh</i> 09/09/2020 |
| 2. | Dr Rajesh Kumar Yadav | Associate Professor & Head, Dept. of Chemistry & Environment Science | Special Invitee | <i>Rajesh Kumar Yadav</i> |
| 3. | Dr Ravi Kumar Gupta | Assistant Professor | Internal Member | <i>Ravi Kumar Gupta</i> |
| 4. | Dr Abhijit Mishra | Assistant Professor | Internal Member | <i>Abhijit Mishra</i> |
| 5. | Dr Vinay Kumar Yadav | Assistant Professor (contract) | Internal Member | <i>Vinay Kumar Yadav</i> |
| 6. | Mr. Bijendra Kumar Pushkar | Assistant Professor (contract) | Internal Member | <i>Bijendra Kumar Pushkar</i> |
| 7. | Dr Ugrasen | Assistant Professor (contract) | Internal Member | <i>Ugrasen</i> |
| 8. | Dr Priyanka Rai | Assistant Professor (contract) | Internal Member | <i>Priyanka Rai</i> |
| 9. | Dr Kahkashan Khan | Assistant Professor (contract) | Internal Member | <i>K. Khan</i> |
| 10. | Dr Bharti Shukla | Assistant Professor (contract) | Internal Member | <i>Bharti Shukla</i> |
| 11. | Dr Rajesh Singh | Assistant Professor (contract) | Internal Member | <i>Rajesh Singh</i> |

Mr. Sanjay Medhavi (VC Nominee), Prof. Shikha Singh (VC Nominee), Sri Gurumukh Singh (VC Nominee), and Dr. Vivek Tiwari (VC Nominee) could not attend the meeting.

Following decisions were taken:

- New audit courses of BBA were introduced, the Subjects are-**
- BBA subject- Financial Inclusion (Subject Code BBA-05),
 - BBA subject- Corporate Restructuring (Subject Code- BBA-06),
 - BBA Subject- Corporate Financial Decisions (Subject Code- BBA-07),
 - BBA Subject- Introduction to Professional Correspondence & Business Documentation (Subject Code- BBA-08),
 - BBA Subject- Project Appraisal and Analysis (Subject Code- BBA-09),
 - BBA Subject- Financial Modeling and Derivatives (Subject Code- BBA-10),
 - BBA Subject- Advanced Spreadsheet Tools for Financial Analysis (Subject Code- BBA-11)

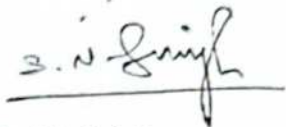
2. Syllabus of BBA Subject- Environmental Studies (Subject Code BBA-101) was revised.

3. Syllabus of MBA Subject- Security Analysis and Investment Management (MBA FM-2) was revised.

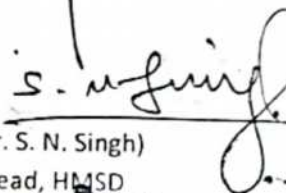
The meeting ended with thanks to the chairman.

Copies:

1. Dean of Academic Affairs
2. Controller of Examination

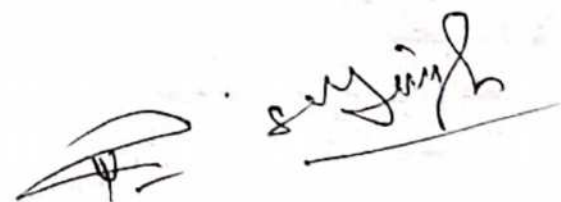


(Dr. S.N. Singh)
Head, HMSD



(Dr. S. N. Singh)
Head, HMSD

विभागाध्यक्ष
मानविकी व प्रबन्ध विज्ञान विभाग
म.प्र.वि. प्रौद्योगिकी विद्यापीठ
गोरेगुड



Abhijit Mishra

Arkan

Pooja

Deep

Manish

Ankur

SECURITY ANALYSIS AND INVESTMENT MANAGEMENT

MBA-FM2

4 Credit (3-1-0)

Course Objectives: The basic purpose of this course is to develop a strategic and policy perspective by developing a robust understanding of the principles of Financial Investment decisions of an investor with respect to the various avenues of investment and their management strategies.

Course Learning Outcomes:

After successfully completing this course, the participants will be able to :

1. Evaluate the investment environment for Indian investor for various avenues of investment
2. Formulate strategies for investment in equities, bonds and other instruments
3. Construct, revise and evaluate portfolios of different securities.

Unit I: Concept of Investment, Introduction to Financial Investments, Investment Process, Avenues of Investments, Investment Environment, Fixed Income and Other Investment Alternatives, Pricing, yields and risks of investments in Securities, Approaches to make Investment, Investment Philosophies and Wisdom.

Unit II: Capital Market: Intermediaries, Players and Instruments, Securities and Exchange Board of India (SEBI), Over the Counter Exchange of India (OTCEI), Stock Exchange, Demat and Trading Account, Fundamental Analysis: Economy Analysis, Industry Analysis and Company Analysis, Valuation & Equity, Technical Analysis, Pricing, Portfolio Selection, Active and Passive strategies of fixed and equity investment.. Market Efficiency & Anomalies.

Unit III: Insurance, Mutual Funds, Commodities, Derivatives and other Alternative Investments. Strategies for investments in various Investment alternatives. Modern Portfolio Theories Investor Preferences. Portfolio Formulation. Portfolio Optimisation. Leveraged Portfolios and Separation Theorem. Simple Portfolio Formulation using Index model, Efficient Market Hypothesis (EMH)

Unit IV: Asset Pricing Standard, Capital Asset Pricing Model (CAPM). Extensions of Capital Asset Pricing Model. Arbitrage Pricing Theory. Active Portfolio Management, Evaluation of Investment Performances Measures of Portfolio Performance. Return Decomposition and Attribution. Portfolio Revision. Performance Evaluation of Public investment funds.

Suggested Readings:

1. Bodie, Z., Kane, A. & Marcus, A. J. (2017). Investments. New York: McGraw-Hill Education.
2. Chandra, P. (2017). Investment Analysis and Portfolio Management. Delhi: McGrawHill Education.
3. Elton, E. J., Gruber, M. J., Brown, S. J. & Goetzmann, W. N. (2014). Modern Portfolio Theory and Investment Analysis. USA: John Wiley & Sons.
4. Fischer, D. E. & Jordan, R. J. (1995). Security Analysis and Portfolio Management, New Delhi: Pearson Education.
5. Holden, C. W. (2014). Excel Modeling in Investments. England: Pearson Education.
6. Ranganathan, M. & Madhumathi, R. (2012). Investment Analysis and Portfolio Management. Delhi: Pearson Education.
7. Reilly, F. K., Brown, K. C. & Leeds, S. J. (2018). Investment Analysis & Portfolio Management. Delhi: Cengage Learning.
8. Sehgal, S. (2005). Asset Pricing in Indian Stock Market. Delhi: New Century Publications

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UNIT III

6

Management of Cash and Marketable Securities: Meaning of Cash, Motives for holding cash, objectives of cash management, factors determining cash needs, Cash Management Models, Cash Budget, Cash Management: basic strategies, techniques and processes, compensating balances ; Marketable Securities: Concept, types, reasons for holding marketable securities, alternative strategies, choice of securities; Cash Management Practices in India.

UNIT IV

6

Management of Receivables & Inventory

Receivables: Nature & cost of maintaining receivables, objectives of receivables management, factors affecting size of receivables, policies for managing accounts receivables, determination of potential credit policy including credit analysis, credit standards, credit period, credit terms, etc; Collection Policies; Credit Management in India.

Inventory: Need for monitoring & control of inventories, objectives of inventory management, Benefits of holding inventory, risks and costs associated with inventories, Inventory Management: Minimizing cost in inventory, Techniques of Inventory Management - Classification, order quantity, order point etc.

Books & References:

1. Rangrajan and Mishra - Working Capital Management (Excel)
2. Periasamy, P - Working Capital Management - Theory & Practice (Himalaya, 2007)
3. Pandey, I.M. - Financial Management (Vikas, 9th Ed.)
4. V.K. Bhatta - Working Capital Management (Anmol)
5. Dheeraj Sharma - Working Capital Management (Himalaya, 2005)
6. Ravi M. Kishore - Financial Management (Taxmann, 6th Ed.)
7. Khan and Jain - Financial Management (TMH, 5th Ed.)

Old Syllabus

MBA FM 2 SECURITY ANALYSIS AND INVESTMENT MANAGEMENT

4 Credits (3-1-0)

UNIT I

9

Introduction to Investment and Securities: Meaning of investment, Investment and speculation, Investment and gambling, Investment objectives, The investment process, investment alternative-Negotiable securities, equity shares preference shares, debenture, bond, government securities, money market securities-Treasury bills, commercial, paper, certificate of deposits. Non-negotiable securities- Bank deposits , post office deposits, NBFC deposit, Tax sheltered schemes, PPF,NSS, NSC, LIC, UTI, Mutual fund, real estate, art and antiques.

Primary Market and Secondary Market: Relationship between primary and secondary market. Function of primary market, Parties involved in new issues _ Managers, Registrars, underwriters. Bankers, statutory agencies, Private placement bought out deals. Book building, Function of stock exchanges, Share groups- group A, B and B., Settlement cycle, Carry forward system. Over the counter exchange of India (OITCEI), Listing of securities

UNIT II

9

Regulatory Framework: Securities and Exchange Board of India_ Origin, function, organization and activities. Dematerialization process and re-materialization process. National securities depository Ltd (NSDL) AND Central depository services Ltd. (CDSL). Stock market indices-BSE Sensex, NSE 50 (NIFTY). S&P CNX 500. **Risk Definition:** Types- systematic-market risk, interest rate risk, purchasing power risk, unsystematic risk- Business risk, financial risk, Measurement of risk

Valuation of Securities: The three steps process of valuation- economic analysis, industry analysis, and company analysis. General framework of valuation, Value- price relationship, Valuation of fixed income securities, Valuation of preference share and valuation of equity shares

UNIT III

9

Efficient Market Theory: Fundamental Analysis- Economic analysis, industry analysis, company analysis financial analysis. Earning of company, Growth in earnings, Technical analysis, Tools of technical analysis, Dow Theory, trend – primary intermediate and short term trends. Indicators – volume of trade, breadth of market, short sales. Odd lot trading, Moving average, Oscillators, Relative strength index (RSI). ROC, Charts- Point and figure charting, Bar charting, efficient market theory, Random walk theory, Weak form of EMH, Semi strong form and strong forms of EMH, Market inefficiencies

UNIT IV

9

Portfolio Analysis: Traditional portfolio analysis. Effects of combining securities, Markowitz Risk- returns optimization.

Portfolio Selection: Risk and investor preference, constructing the best portfolio. Sharpe simple portfolio optimization, Significance of 'Beta' in portfolio, traditional portfolio selection

Capital Market Theory: Capital market theory (CAPM). CAPM and the real world. Arbitrage pricing theory

Portfolio Revision: Meaning of portfolio revision. Need of portfolio revision. Portfolio revision strategies, Portfolio revision practices. Constraints in portfolio revision

Books & References:

1. Fischer Donald E, & Jordan Ronald J : Security Analysis and Portfolio Management, Prentice-Hall
2. Pandian Punithavathy: Security Analysis and Portfolio Management, Himalaya Publishing House Pvt Ltd
3. Van Horne : Financial Management & Policy, Prentice-Hall
4. Weston J.F. & Brigham E.F. : Essentials of Managerial Finance, Hinsdale, IL: The Dryden Press
5. Walker E.W. : Essential of Financial Management, Prentice-Hall