BARKATULLAH UNIVERSITY, BHOPAL

Revised Syllabus for MBA (Full Time) Semester-IV
With Effect from Session 2019-20

"ENTREPRENEURSHIP DEVELOPMENT & MANAGEMENT"

COURSE NO. CP-403

Max Marks : 80
Min. Pass Marks : 32

COURSE OBJECTIVE :

The objective of the course is to expose the students to the growth of entrepreneurship and enterprise management in developing countries with special reference to India.

COURSE CONTENTS:

UNIT 1: Entrepreneurship – Concept / Meaning, Need, Competencies/Qualities of an Entrepreneur, Role of Entrepreneurship in Economic Development, Ethics and Social responsibility of Entrepreneurs

UNIT 2: Idea Generation: Sources of new Ideas, Methods of generating ideas, product planning and development process, Business Plan - Nature and scope of Business plan, Writing Business Plan, Evaluating Business plans, Various forms of Business Organizations.

UNIT 3: Managerial Aspects of Small Business- Basic Principles of Management (Definition, function), Operational Aspects of Production, Inventory Management, Record Keeping, E-Commerce & its benefits for Start-ups, Rural Entrepreneurship

UNIT 4: Financing and Managing the new venture, Sources of capital, Record keeping, financial controls Marketing and sales controls. Internet advertising Features and evaluation of joint ventures

UNIT 5: Entrepreneurial Support System-A brief overview of District Industries Centres (DICs), State National Financial Corporation (SFCs), Small Industries Development Bank of India (SIDBI), National bank for Agriculture and Rural Development (NABARD), National Small Industries Corporation (NSIC), Concept. MSME Market Development Assistance Scheme, Atal Incubation Centres (AIC), Micro Units Development Refinance Agency (MUDRA) Bank, Support to Training and Employment Programme for Women (STEP).

SCHEME OF EXAMINATION:
(Total Marks Internal 20, External 80) =100 Marks

PATTERN FOR EXTERNAL EVALUATION:

A: (Short Answers)	4 out of 8	4x8	= 32 Marks
B: (Essay Type and Cases)	3 out of 5	3x16	= 48 Marks

SUGGESTED READINGS

Madhurima lall & Shikha Sahni, "Entrepreneurship", 2nd Edition, Excel Books.
"Entrepreneurship", Rajeev Roy, Oxford Publications.
Kanishka Bedi, "Management and Entrepreneurship", Oxford Publications.

BARKATULLAH UNIVERSITY, BHOPAL

Revised Syllabus for MBA (Full Time) Semester-IV
With Effect from Session 2019-20

"BUSINESS LEGISLATION"

Course No. CP: 402

Max Marks : 80
Min. Pass Marks : 32

COURSE OBJECTIVE:

The course is designed to assist the students in understanding basic laws affecting the operations of business enterprises.

COURSE CONTENTS:

UNIT 1: Indian Contract Act-1872: Laws related to contract with special reference to its Performance, Breach and Remedies.

UNIT 2: Companies Act-2013: An overview of Laws related to Promotion and Incorporation of different types of companies, mergers & acquisitions in view of the multinational companies operating in India.

UNIT 3: Laws related to Competition Act, 2002, Law of Intellectual Property Right Act.

UNIT 4: Basic provisions of Pollution control-1955 and Environment protection Act-1986, Laws related to Information Technology Act, 2000

UNIT 5: Laws related to Industrial Disputes Act- 1947 , Consumer Protection Act-1986: Main Provisions, Consumer Disputes Redressal Agencies and Rights of consumers.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) – 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4x8	= 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16	= 48 Marks

SUGGESTED READINGS:

1. Varshney, G.K. ,Company Law, Sahitya Bhavan Publication, Agra.
2. Goel P.K., Business Law for Managers, Willey, New Delhi.
3. N.D. Kapoor, Mercantile Law, S. Chand Publication New Delhi.
4. Chawla, R. C. and Sharma M, Mercantile Law, Kalyani Publishers,, New Delhi.
5. K.R. Bulchandani,Business Law for Management, Himalya Publishing House, New Delhi.

BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Human Resource Management

Human Resource Planning and Development

COURSE NO. FSO-3

Max. Marks (Ext. Exam):80
Min. Pass Marks :32

OBJECTIVES

The objective of this paper is to develop a conceptual as well as a practical understanding of Human Resource Planning, Deployment and Development in organizations.

COURSE CONTENTS

UNIT-I	Macro Level Manpower Planning and Labour Market Analysis; Organisational Human Resource Planning; Stock Taking.
UNIT-II	Work Force Flow Mapping; Age and Grade Distribution Mapping; Models and Techniques of Manpower Demand and Supply Forecasting.
UNIT-III	Behavioural Factors in Human Resource Planning - Wastage Analysis; Retention; Redeployment and Exit Strategies; Career Management and Career Planning.
UNIT-IV	Performance Planning; Potentials Appraisal and Career Development; HRD Climate; Culture; QWL and Management of Change.
UNIT-V	TQM and HRD Strategies; HRD in Strategic Organisations; Human Resource information System; Human Resource Valuation and Accounting.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers) 4 out of 8 4x8 =32 Marks
Sec B: (Essay-type & Case) 3 out of 5 3x16=48 Marks

BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Human Resource Management

Compensation Management

COURSE NO. FSO-4

Max. Marks (Ext. Exam):80

Min. Pass Marks :32

UNIT-I : Compensation- Definition, Compensation responsibilities, compensation system design issues, compensation philosophies, compensation Approaches.

UNIT-II : Compensation Classification- Types, Incentives fringe benefits, Strategic compensation planning, determining compensation-The wage mix-Development of base pay system-The wage curve- pay grades, salary matrix.

UNIT-III: Theories of wages- wage structure wage fixation wage payment-salary administration- Executive compensation- Incentive plan-team compensation, Gain Sharing incentive plan- profit sharing plan ESOP'S.

UNIT-IV : Sales compensation plan-Performance based pay systems legal and taxation issues on compensation.

UNIT-V : Wage Board- Pay commission, Employee Benefits, Benchmarking Benefit scheme, Security benefits, Designing benefit packages, International compensation management.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8	= 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16	= 48 Mark

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BARKATULLAH UNIVERSITY BHOPAL,
Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Financial Management
Management of Financial Services

COURSE NO. FSF-3

Max. Marks (Ext. Exam):80

Min. Pass Marks :32

Objective

The main objective of this course is to help students to learn the various financial services and their role in the overall financial system.

Course Contents

UNIT-I Financial System and Markets: Concept, Nature and Scope of Financial Services; Regulatory Framework for Financial Services.

UNIT-II Management of Risk in Financial Services; Stock Exchange Operations; Mutual Funds; Merchant Banking Services.

UNIT-III Managing of issue shares and bonds-Mobilising of Fixed Deposits-Inter-Corporate Loans.

UNIT-IV Other Financial services- Leasing and Hire Purchase; Debt Securitization; Housing Finance, Credit Rating; Credit Cards.

UNIT-V Banking and Insurance; Venture Capital, Factoring for Failing and Bill Discounting, Insurance;

Scheme of Examination:

Total Marks: (Internal 20, External 80) = 100 marks

Pattern For External Evaluation:

Sec A: (Short Answers) 4 out of 8 4x8 =32 Marks

Sec B: (Essay type & Case) 3 out of 5 3x16=48 Marks

BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Financial Management

Strategic Corporate Finance.

COURSE NO. FSF-4

Max. Marks (Ext. Exam):80
Min. Pass Marks :32

UNIT-I : Corporate strategies and its impact on corporate finance, The basic functions of corporate finance; role of finance in the process of corporate strategy building.

UNIT-II: Nature of interaction between financial strategy and the overall strategies of the firm; Economic value addition, factors affecting company's financial strategy, shareholders' wealth maximization.

UNIT-III: Corporate Tax Planning- Concept, Types of Corporate Tax (only basics). Indirect Tax Structure- Concept, GST- meaning and concept

UNIT-IV: Right Issue, Bonus issue, Term Instruments: Commercial Papers, Public Deposits, Inter-corporate Investments and Innovative Financial Products.

UNIT-V: Joint ventures - Planning strategic alliances, benefits and disadvantages of joint venturing, equity variations, Steps to forming a joint venture, Characteristics of a strategic alliance.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8	= 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16	= 48 Marks

BARKATULLAH UNIVERSITY, BHOPAL

Revised Syllabus for MBA (Full Time) Semester-IV
With Effect from Session 2019-20

MARKETING MANAGEMENT

"SALES AND DISTRIBUTION MANAGEMENT"

Course No. FSM-3

Max Marks : 80
Min. Pass Marks : 32

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.

COURSE CONTENTS:

UNIT 1:	Nature and Scope of Sales Management; Prospecting for customers; Modes of sales presentation, Recruiting and selecting Sales Personnel, sales meetings.
UNIT 2:	Developing Sales Training Programmes, Motivating Sales Personnel; Designing, Compensation Plans; sales evaluation programmes.
UNIT 3:	Objective and Types of Quotas, Quota setting procedure, Designing Sales Territories, Marketing Channels; Structure, Functions and Relationships of channels of Distribution; Channel Dynamics.
UNIT 4:	Definition & scope of logistics, Components of logistics. Inventory management decisions, Concept and scope of Supply chain management.
UNIT 5:	Information System on Channel Management; Assessing Performance of Marketing Channels, International Marketing Channels.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4x8	= 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16	= 48 Marks

SUGGESTED READINGS:

Tanner, J; Honeycutt; Erffmeyer Robert C.; Sales management: Pearson Education.
Anderson, R. Professional Sales Management. Englewood Cliff, New Jersey, Prentice Hall Inc.
Anderson, R., Professional Personal, Englewood Cliff, Selling. New Jersey, Prentice Hall Inc.
Buskirk, R H and Stanton, W J. Management of Sales Force. Homewood Illonois, Richard D Irwin.
Dalrymple, D J. Sales Management: Concepts and cases. New York, John Wiley.
Johnson, E M., Sales Management: Concepts Practices and cases. New York, McGraw Hill.
Stanton, William J., Management of Sales Force. Chicago, Irwin Pearson Education.
Still, R R & Cundiff; Sales Management, Englewood Cliff, New Jersey, Prentice Hall Inc.

BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Marketing Management

Service Marketing

COURSE NO. FSM-4

Max. Marks (Ext. Exam):80
Min. Pass Marks :32

UNIT-I : Emergence of service economy, Services-characteristics, Service Classifications, service marketing triangle, Service marketing mix.

UNIT-II : Consumer behaviour in services: Customer expectations, Zone of tolerance, Service encounters, Moment of Truth, Strategies for influencing customer perception.

UNIT-III : Product-Service Continuum, Service Life Cycle, Place - Distribution Strategies & Challenges, Role of Internet in distribution, Promotion, Promotion objective for Services, Tools of promotion. Pricing, Factors involved in pricing a service product, reshaping demand using effective pricing.

UNIT-IV : People- role of service employees, Service profit chain, Physical evidence, Nature & Importance, Service escapes, Process: Service process & system, Customer role in services.

UNIT-V: Customer Satisfaction; Monitoring &Measuring customer satisfaction, Service Guarantee - Complaint Management, Recovery, concept of quality in Services, Service Quality Models, Customer satisfaction.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8	= 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16	= 48 Mark

BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Banking and Financial Services Management

Financial Institutions and Markets

COURSE NO. FSB-3

Max. Marks (Ext. Exam):80

Min. Pass Marks :32

UNIT-I : Overview of Indian Financial System& Financial market, Financial Sector reforms, Reserve bank of India, SEBI, Insurance Companies, NBFC's, Indian Mutual Funds.

UNIT-II : Money Markets, Bond Markets, Foreign exchange market, Pension funds & Mutual Funds, Securities Market, mortgage and derivative market.

UNIT-III : Interest rates & it's determinants, term structure, interest rates and security valuation, theories of the level and structure of interest rates, Interest rates in India.

UNIT-IV : Risk management in Financial Institutions, Types of risk in FI, Managing risk with Balance sheet, derivative securities, loan sales and securitization.

UNIT-V : International Financing, Global capital markets, the Eurocurrency market, analysis of international financing instruments like syndicated Euro credit, Issuance of euro bonds, Euronotes, Euroequities.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16 = 48 Mark

BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Banking and Financial Services Management

Financial Risk Management

COURSE NO. FSB-4

Max. Marks (Ext. Exam):80

Min. Pass Marks :32

Objective

The objective of this course is to expose the students with basic idea/understanding of the subject area

UNIT-I : Introduction-Meaning, How risk is Managed, Limitations of Risk Management, Total Risk-Sources, Types, Cost of Risks, Corporate Risk management-Approaches, Process, Techniques.

UNIT-II: Introduction to Derivatives-History, Major Exchanges, features, Participants, Types of Futures-Mechanism of Future Markets.

UNIT-III: Mechanics of option market, trading strategies, Black-Scholes Model, options on stock indices, currencies.

UNIT-IV: Financial Swaps-Concept, Interest Rate Swaps, Options and Swaps, Commodity and Currency Swaps, Pricing of Swaps (Basic Concept).

UNIT-V: Foreign exchange, Market Derivatives- Basic Concept

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A; (Short Answers)	4 out of 8	4 x 8	= 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16	= 48 Mark

BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Retail Management

Management of Retail Operations

COURSE NO. FSR-3

Max. Marks (Ext. Exam):80

Min. Pass Marks :32

UNIT-I : Retail strategies, Retail marketing strategy, Finance and location strategies for retailing.

UNIT-II: Market research for retail management, Trading area analysis, Research before and after setting up a retail store.

UNIT- III: Retail stores operations. Mall management, setting objectives for retailers, performance, Management of retail brand.

UNIT-IV: Retail management information system, Information gathering and processing, Application of I.T. to retail management.

UNIT-V: Financial aspects of retail, Retail audit and measures of performance evaluation.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8	= 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16	=48 Mark

SUGGESTED READINGS:

- Retail management, a Strategic Approach by Berman Barry, Evans Joel R., Pearson Education,
- Retail management by Michael Levy, Tata McGraw Hills.
- Retail management by Chetan Bajaj, RajnishTuli&NidhiShrivastav.
- Retailing by Robert Lusch, Patrick Dunne, South Western Publishing Co.

BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Retail Management

Retail Merchandising and Supply Chain Management

COURSE NO. FSR-4

Max. Marks (Ext. Exam):80
Min. Pass Marks :32

UNIT-I : Retail Merchandising: Concept & Scope, Role and Responsibilities of Merchandisers. Merchandise Mix. Assortment Management, Merchandise Displays and Space Management: Concept and Importance, Space Management, Planogram, Visual Merchandising: Meaning, Objectives, Product Positioning and Visual Merchandising.

UNIT-II: Merchandise Planning: Concept and Applications, Elements of Merchandise Planning, Role of Merchandiser in Planning, Category Management and Merchandise Budgeting: Merchandise Forecasting and Budgeting Merchandise Soureing: Stock Management and Distribution, International Sourcing.

UNIT- III: Merchandise Replenishment: Retail Replenishment, Importance, Direct Store Delivery (DSD), Managing Retail Home Delivery, Measures for Retail Distribution and Replenishment, Role of IT in Retail Distribution and Replenishment.

UNIT-IV: Introduction to retail supply chain, Retail supply chain vs. manufacturing supply chain, logistics, Strategic, tactical and operational view Supply chain strategies.

UNIT-V: Category Specific Supply Chain Issues: Supply Chain in Food and Grocery, Apparel and Footwear, Consumer Electronics, Home Furnishing, Non-Store Retailing. IT Supply Chain Management.

SCHEME OF EXAMINATION:

Total Marks =(Internal 20, External 80) = 100 marks